



ROLE PROFILE

Title:	Sales Development Representative
Function:	Sales
Reports To:	Manager, Sales Development
Location:	New York (Metro Area), US
Type:	Full Time

Role Description

The Sales Development Representative (SDR) supports the sales development team's efforts by actively sourcing and qualifying potential sales leads. This role is essential in identifying and engaging prospective customers in our target market across multiple channels, playing a pivotal role in expanding our market reach.

Primary Responsibilities

- Develop a deep understanding of our buyer personas, their needs and the challenges faced by our target market.
- Conduct research to identify key decision-makers and gather actionable insights about target accounts to inform personalized outreach and engagement strategies.
- Generate and qualify leads using social selling techniques and identify new opportunities for lead generation.
- Perform cold-call and cold-email qualified prospects with objective of setting up meetings with the Sales Leader.
- In conjunction with cold outreach, follow up on warm leads including webinar downloads, event attendees, website resource downloads, etc.
- Create, adapt and optimize email scripts and outreach sequences for effective prospect engagement.
- Work with our CRM tool to ensure detailed notes of interactions and contact details with prospective clients are entered and up to date.
- Meet or exceed quota requirements including attaining a specified number of qualified meetings across the team annually.



- Collaborate with the team to brainstorm and implement innovative strategies to attract our target market.
- Work together with the team to establish and share prospecting techniques, tools, and software that are most effective
- Partner with the Marketing team to support outreach efforts targeting prospective clients for events including dinners, conferences, games, etc.
- Work closely with our partners to enhance and expand outreach efforts
- Stay informed on industry trends, competitor activities and developments within the target market.
- As required, engage in networking, face-to-face/virtual meetings, and any other activities that help to generate and close leads
- Create updates and reports for presentation to management as needed.
- Perform other duties as assigned to support top of funnel activities.

Capability Requirements – education, skills & experience

- Post-Secondary education in Marketing, Business, or a related field of study (college or university level)
- Must have 2 or more years' related experience in a sales or customer service role
- Experience selling MarTech SaaS solutions to enterprise retailers is a strong asset
- Proven success in cold selling via cold selling via email, LinkedIn, and telephone, with persistence and resilience
- Driven and disciplined, with a strong desire to win and exceed targets
- Exceptional interpersonal and communication skills
- Strong set of organizational skills with the ability to adapt seamlessly to change and manage competing priorities effectively
- Proficient computer skills including Microsoft Office (Word, Excel, PowerPoint and Teams)
- Familiarity with CRM and outbound prospecting tools (HubSpot, ZoomInfo, 6Sense, LinkedIn Sales Navigator) is an asset
- Demonstrated success in leveraging social media platforms effectively to reach target audiences (LinkedIn, X, etc.)
- Takes initiative and thrives in fast-paced, entrepreneurial goal-oriented environments
- Ability to work both independently and collaboratively within a team
- Self-motivated with a positive attitude and strong work ethic