

Sales Development Representative – Canton, MA – Full-Time

Job Description

The Sales Development Representative is tasked with identifying and generating sales opportunities, primarily through outbound calling activities. The right candidate will be one who works well under pressure, thinks out-of-the box, easily initiates relaxed but informative two-way conversations with prospects, and is highly self-motivated. The right candidate will also understand how to assess a company's needs and cater the outreach to each prospect specifically. The Sales Development Representative works closely with our customers alongside Business Development Representatives and Marketing. He/She will report directly to the Director of Business Development.

Essential Duties and Responsibilities:

- Be responsible for educating and developing prospects, leading to hand-off to Business Development Representative.
- Create target prospects generated by variety of outside sources.
- Identify key players, researching and obtaining business requirements, and presenting solutions to begin sales cycle.
- Work independently to contact new and pre-qualified prospects, maintaining a predetermined number of outbound calls with follow-up emails (approximately 200 calls a week).
- Set appointments for Business Development Representative when a lead reaches a qualified stage.
- Generate Qualified Opportunities.
- Nurture new marketing leads by educating and developing prospects until they are ready to speak with a Business Development Representative.
- Post, update, and maintain social media information via website, twitter, Facebook, etc...
- Participate in the development of website blogs, newsletters and marketing materials as required.
- Collaborate with sales and marketing team members on strategic sales approach.
- Ensure successful follow through of sales cycle by maintaining accurate activity and lead qualification information in CRM application (HubSpot).

Qualifications:

- 1 year of successful experience in outside sales, preferably in outbound B2B calling.
- Exceptional communication skills, both oral and written, coupled with excellent listening skills and a positive and energetic phone presence.
- Extremely self-motivated with a diligent work ethic.
- Ability to easily overcome rejection.
- High level of integrity and strong commitment to building a successful company.
- Ability to work independently as well as part of a team in a fast-paced environment.
- Adept computer skills including proficiency with MS Office.
- Experience with CRM applications, preferably, HubSpot.
- Bachelor's degree strongly preferred, high school diploma or equivalent required.