

## **Business Development Representative**

You will follow up on inbound leads and generate additional leads via research, investigation and prospecting using outbound email and phone calls to establish conversations with our Account Managers.

### **Responsibilities:**

- Use a combination of tools such as LinkedIn and Salesforce.com, identify potential prospects
- Use a multi-touch email and phone follow up process to develop to contact researched prospects and develop sales qualified leads
- Follow up on inbound leads using a multi-touch email and phone follow up process to develop sales qualified leads
- Provide focused outreach and follow up in support of marketing events such as tradeshow, webinars, etc.
- Working with Salesforce.com track progress from marketing qualified prospects to sales qualified leads.

### **Desired Skills and Experience:**

- 0-3 years experience in support of inside/outside sales teams
- Experience with Salesforce.com a strong plus but not required
- Strong organizational and multi-taking skills
- Self-motivated, team player with a strong sense of commitment and excellent verbal and written communication skills
- Bachelor's degree required

**Please submit your resume in Word format (.doc) to [kconklin@prelert.com](mailto:kconklin@prelert.com)**