

## **JOB TITLE: High-Tech B2B Sales Development Representative (SDR)**

**Location:** Woburn, MA

### **ABOUT AZIMA:**

Azima uses advanced technology, data, and algorithms to help the world's biggest operating companies maximize industrial productivity on a global scale. When Azima clients have capacity, they can sell it. They're serious about uptime, and rely on Azima to maximize it.

Azima delivers programs & results, not parts & pieces. We combine the efficiency of algorithms, the accuracy of data, and the judgment of experts. Azima gets results, and we do it at scale.

No one maximizes industrial productivity in more industries and places than Azima. We cover 100,000 assets in dozens of countries, on every inhabited continent. We even handle stuff on the oceans.

Azima is headquartered in Boston, with locations and experts across the Americas, Europe, the Middle East, and Asia. For more information, please visit [www.AzimaGlobal.com](http://www.AzimaGlobal.com).

### **COMPANY CULTURE:**

Azima is a venture-backed, fast-paced, entrepreneurial high-tech company operating in an exciting new growth-area: the Industrial Internet of Things (IIoT). We embrace innovation, encourage imagination, support risk-taking, and reward collaboration and teamwork.

Azima is led by a dedicated group of experienced entrepreneurs and senior executives with individual track records of success. Our leaders are committed to creating a flat organization, and maintaining a working environment based on honesty, respect, communication, personal integrity and trust. Learning and mentoring is an important part of our company culture.

Azima cares about the personal lives and professional careers of its employees! This position is a terrific foundation for career growth – inside Azima and beyond. Azima offers rapid advancement opportunities, and pampers its athletes and rockstars.

### **PRIMARY JOB PURPOSE:**

Supports the growth of Azima through the achievement of our ambitious customer acquisition and expansion objectives. This is a full-time position in our Corporate Offices working as a member of our sales team.

Working closely with VP of Marketing, VP of Sales, Sales Representatives and Account Managers, the Sales Development Representative (SDR) ensures the continued flow of fully qualified sales opportunities to the organization and provides sales support to the field organization as needed. Beyond initial lead generation, responsibilities include the positioning and selling of Azima services and products through the front end of the sales cycle, primarily product and service information sharing and opportunity qualification within new and existing

accounts. Key activities include database maintenance and mining, market research, account mapping, prospect identification, email campaign management, outbound emailing and telesales, lead qualification, and sales administrative support.

The logical progression of the successful SDR is to Inside Sales Representative (ISR) and then either Sales Representative (SR) or Account Manager in a period of 18-24 months.

### **ESSENTIAL JOB FUNCTIONS:**

- Achieve monthly lead generation and prospect activity quotas
- Develops customer call/email lists through data mining of internal and external customer source data.
- Work with Marketing Managers, Sales Representatives, and Account Managers to manage and implement targeted sales campaigns.
- Conduct a large volume of outbound calls and emails (~100/day) to customers and prospects to gather information and initiate the first step in identifying those parties interested in learning more about the company's products and services
- Initiate calls and emails to advise customers of new products and services, thought leadership articles, and case studies, or potentially to conduct surveys.
- Qualify and nurture sales leads by contacting potential and existing customers to define and clarify the specific details of the sales opportunity
- Track the distribution of service and product inquiries. Includes connecting the customer with the appropriate Azima representative and ensuring timely lead follow-up.
- Assists Field organizations with the sales process through activities which include, but are not limited to, general correspondence with customers and prospects, quoting, and proposal generation.
- Input call activity, lead information, service/product inquiry details, and relevant opportunity details into CRM system.

### **SKILL REQUIREMENTS:**

- Polished and articulate, able to effectively communicate with all levels of a corporation from maintenance workers to executives.
- Self-motivated and organized. Has ability to work with minimal supervision, prioritizing work flow on a daily basis and effectively planning and organizing work responsibilities.
- Persistent in pursuit of opportunities. Not discouraged by unresponsive prospects or obstacles, or rejection encountered when prospecting.
- Possesses ability to make confident and reasoned decisions in the execution of the sales development function including processes that affect every day work.
- Establishes and maintains an open, professional and efficient means of communication with all customers, both internal and external. Maintains an attitude of quickly responding to internal and external customer needs.
- Knows when and how to involve other departments and teams to ensure that exceptional support is being provided to the customer at all times.
- Displays the ability to work effectively and efficiently to achieve goals in a highly variable and sometimes stressful environment.

- Interfaces with other departments and work effectively in formal and informal cross functional teams.
- Looks for opportunities to implement new innovative ways for driving revenue through telemarketing and tele-selling activities.
- Takes a proactive approach to interpreting the customer's requirements and assisting in addressing the customer's needs while qualifying and advancing sales lead opportunities.
- Professional display and demonstration at all times in one's mode of speech, dress, and personal behavior.
- Excellent verbal, written, and telephone listening and speaking skills.

### **EXPERIENCE/EDUCATIONAL REQUIREMENTS**

- Bachelor's degree in business, marketing, engineering or closely related discipline is preferred; or a minimum of two years related experience and/or training; or equivalent combination of education and experience.
- Telemarketing experience is highly desirable, especially in the areas of enterprise software or technical services. Inside or Field Sales experience is highly desirable
- Experience with CRM systems is desirable, Salesforce.com experience is highly desirable.
- Proficient with Microsoft Office programs including Outlook, Word, and Excel required. Access database experience is desirable.
- Ability to gather, maintain, report on, and interpret data in a written and verbal form, along with the ability to create sales documents, customer correspondence, reports, and related narrative with minimal input. The ability to present information in front of groups is also required.
- Ability to compute rate, ratio, and percentages and to create and interpret bar graphs and charts. Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages. etc.
- Ability to understand technical concepts related to large, complex machinery (pumps, motors, turbines, fans, etc.) in industrial environments is highly desirable.
- Ability to apply common sense understanding to carry out detailed written or oral instructions. Ability to deal with problems, involving many variables across situations, is required. Good decision making and prioritizing skills are also required.

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