

We are currently seeking an energetic Sales Development Representative (SDR). This position is an integral part of the sales and marketing Lead-to-Revenue machine and initiates the relationship between the company and prospects.

This individual will be a highly motivated, self-starter able to identify and develop relationships and opportunities from multiple sources including prospect lists, discovery and individual research. The primary responsibility is to execute an outbound strategy in a given territory, using tools like the phone, LinkedIn and Zoominfo to qualify new leads and nurture inbound inquiries that are currently generated by numerous marketing campaigns.

**Responsibilities:**

- Accountable for meeting or exceeding monthly qualified lead objectives and quotas.
- Conduct outbound telemarketing activities against targeted accounts, prospect lists, and other call campaigns that will meet and/or exceed the weekly assigned KPIs for the SDR.
- Follow up promptly and diligently on leads and inquiries, delivering a positive prospect experience throughout the process.
- Build and cultivate prospect relationships by initiating communications and conducting follow-up qualification in order to move opportunities into the sales funnel.
- Perform thorough needs assessment and identify prospects pain points to determine how CR solutions address those needs.
- Build and increase industry knowledge and acumen to position CR's value proposition to multiple vertical segments.
- Maintain accurate records of all activities in the CR CRM system (HubSpot). Promote database cleanup and hygiene through regular and ongoing maintenance activities.
- Conduct research to expand prospect list using Zoominfo, LinkedIn and other methods.

**Qualifications:**

- 1-2 years of sales, marketing or business development experience is required.
- 1+ years of Software Sales experience preferred; SaaS or subscription sales is a plus.
- Strong presentation and communication skills (verbal, written, and active listening).
- Drive, conscientiousness and perseverance to conduct outbound contacts daily.
- A dynamic "hunter" personality with a drive to reach decision makers is essential.
- Team oriented with ability to succeed in an entrepreneurial environment.
- Experience using HUBSpot, Zoominfo, LinkedIn is desired

**Education:**

- Bachelor of Arts/Science degree, preferably in Business, Sales, Marketing, or related track
- Supplemental relevant education such as sales training programs

**Benefits:**

- Base salary + Commission (no cap!).

- Benefits include: health insurance, 401k, dental, vision
- Location 550 Cochituate Rd, Framingham MA, 01701