



BDE / SDR – Job Spec:

Cognism is scaling and adding new members to our core team. Our team of Business Development Executives are adaptable sales-driven professionals that have high standards of performance, who want to win and be part of a winning team. We're looking for an overachiever focused on bringing new sales opportunities to the business.

OUR CHALLENGE

Cognism is looking for a Business Development Executive in our HQ office in London. This position is critical in ensuring Cognism continues on a trajectory similar to what we've seen over the past two years (250% revenue growth in 2019!)

THE ROLE

Cognism's goal is to become the world's preferred lead generation platform for the SME market and data provider for the Enterprise market. Within the SDR team, you'll find a team of dynamic and adaptable individuals who are passionate in hunting new business and introducing our product with the intention of helping companies to grow and drive revenue.

YOU WILL

- Book outbound meetings through a combination of cold calls, emails, social outreach, networking and independent research
- Engage with prospects (C-suite/Directors) and articulate the product in an effective manner
- Conduct discovery with prospects to evaluate pain points
- Deliver relevant marketing content to prospects
- Establish trusting relationships with key stakeholders
- Generate and manage sales pipeline; maintain impeccable admin and update all activity in salesforce
- Lead efforts in building sustainable processes, and procedures
- Work in conjunction with BDM's to convert opportunities created into sales qualified leads
- Managed assigned inbound leads, using correct practices
- Ensure a proactive approach to learning
- Maintain a positive mind-set irrespective of any challenging situations
- Continue to create opportunities for new business

We are looking for:

- Bachelor's degree or above
- Evidence of overachievement
- Sales Experience preferred but not essential
- Ability to articulate with strong written and verbal communication skills
- Self-motivated, proactive, flexible
- Excellent analytical and problem-solving abilities
- Emotional intelligence
- A can-do, agile attitude necessary to thrive in a scale-up environment.

Cognism



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- Uses initiative when challenged
- Willingness to learn core technology tools
- Good time-management
- A passion for sales