

Business Development Representative Job Description

Position Description

As a member of the North American team, reporting to the VP Sales, the Business Development Representative is responsible for new customer acquisition and setting qualified new business appointments for our market leading Service Management software solution to mid- and large-enterprise customers.

The Business Development Representative will manage and close specific sales opportunities and support the Senior Client Executives across multiple geographical territories. Key accountabilities are to set a specific number of qualified meetings per month as well as support sales to achieve revenue targets each quarter, win new logo business, and develop long term revenue streams from territory customers.

Position Accountability

Achieve targets each quarter by:

- Working closely with Senior Client Executives to execute sales strategies in their territories.
- Build a database of target accounts in conjunction with the Senior Client Executives for each region
- Building a qualified pipeline of opportunities through cold calls, marketing qualified leads, targeted warm account prospecting and conversion of inbound leads.
- Providing sales presentations and support as needed throughout the sales cycle.
- Assisting in RFP responses to prospects.
- Preparing software and services proposals.
- Assisting marketing activities for conferences, local chapter meetings, webinars and similar events.
- Making outboard calls and emails to existing customers to notify of upcoming sponsored events as well as to cross-sell and up-sell where appropriate.
- Applying a thorough understanding of business practice, industry trends, and the competitive landscape to overcome objections of prospective customers.
- Incorporating knowledge of our products and services, the customer, and key competitors into the sales process and using that knowledge to uncover customer needs and generate demand.
- Working effectively as an individual while also facilitating the sales opportunity by providing the support needed to advance the sales process.
- Maintaining accurate and up-to-date information in Salesforce CRM.
- Building trust with others by acting authentically and with integrity.

Position Requirements

- 3+ years of direct work experience in sales.
- Excellent communication, writing, verbal, listening and presentation skills.
- Strong problem identification and objection resolution skills.
- Knowledge of the IT Service Management and/or SaaS is preferred.
- Bachelor's Degree or an acceptable combination of education and experience.

Compensation Package

Highly competitive OTE according to experience and profile