



Business Development Representative

Who is WellRight?

WellRight is a leading provider of corporate wellness software, used by organizations to improve the health of their employees. Our mission is to change people for good through positive habit formation. We provide a fun, energetic, and supportive environment to work in. Our solutions are industry-leading and built on the latest web-scale, cloud technologies.

As a Chicago-based tech company, WellRight is seeking a qualified Business Development Representative to be a part of our growing sales team. We are a start-up and a perfect fit if you're looking for a place where you can grow and make a difference. You are the right person if you are a motivated problem-solver with a positive, inquisitive attitude and likes working with highly creative teams!

Who are our employees?

We want to make a difference in the world by helping people be their best, every day, at work and at home. Our award-winning solutions support leading employers in transforming their cultures and engaging employees. But, our world-class products and programs are nothing without our people – the employees who design, build, promote, sell, test, and perfect the latest innovations in workplace well-being. Our people are our top priority and we invest in their health and happiness. At WellRight, we have so much more than a strong, supportive company culture - we have a shared vision for a healthier, happier world.

Who you are.

A Business Development Representative (BDR) identifies sales opportunities, creates interest and drives brand and solution awareness and preference. A BDR is primarily responsible for generating new business by sourcing outbound leads, qualifying interested prospects, and setting up meetings for the Regional Sales Managers that adhere to our qualification guidelines. To be successful in this role, the BDR will nurture relationships, build value, handle objections, create urgency, open the sales cycle, and collaborate strategically within their territory to create a sales pipeline that exceeds quota expectations.

Job Duties

- Source new leads through cold calling and online research efforts
- Follow-up on all marketing sourced inbound leads for opportunities
- Successfully call and set up meetings for the outside sales team (via phone and email)
- Utilize strategic sales capabilities that include a high comfort level communicating with all levels of prospects within an organization, balanced with tactical skills for a fast-paced, high volume lead follow-up and qualification environment
- Achieve weekly meeting quotas

- Conduct a large volume of outbound calls to prospects to gather information and initiate the first step in identifying those interested in learning more about WellRight's complete wellness platform
- Daily integration with Salesforce.com to update information based on best practices, policies, and procedures

What you bring to the team.

Required Education, Training, Knowledge And Experience

- Bachelor's degree
- 2-3 years of minimum lead generation experience using the phone, email, and social media platforms
- A demonstrated history in exceeding performance goals and quotas
- Experience selling enterprise products/services with a focus on value-based selling methodologies
- Results-driven, self-starter, persistent, highly motivated to increase earnings despite rejection
- Excellent verbal and written communication skills as well as an understanding of how to qualify and identify customer needs and map business value
- Tech-savvy and adept in using Salesforce.com and Microsoft Office applications
- Internet and research savvy using online resources such as LinkedIn and ZoomInfo to identify contacts within target companies
- Proficient in managing multiple simultaneous qualification and sales process
- Strong customer understanding and range between core job deliverables to solving business problems
- Must quickly assess a business situation or scenario and quickly develop and drive plans to address challenges or capture opportunities
- Experience with SaaS sales
- Experience with selling to human resources is a plus
- Experience with wellness or health industry is a plus
- No fear of telephone automation tools (we use Outreach)
- Experience with start-ups a plus

Core Skills, Competencies, and Characteristics

- Passion for sales and has a hunter mentality
- Results-oriented, with strong project management, communications, and influencing skills
- Understands business values, motivation and purchasing processes, and how to synthesize these insights into actionable, useful guidance for the sales team
- Excellent understanding of B2B prospecting and sales best practices and proven ability to find creative solutions to overcome challenges and new opportunities
- Has a strong sense of pace and urgency to ensure work is completed in the expected timelines
- Persistent, creative, and has a friendly and magnetic personality
- Willingness to accept and contribute new ideas and adapt to a rapidly changing environment

Why work here?

We believe a career should provide competitive pay and benefits, and a collaborative and supportive work environment. That's why we additionally offer great perks like healthy lunch on Tuesdays, WellRight workouts, flex time off to volunteer in your community, unlimited PTO, plus the ability to practice what we preach and use our own technology and services to enrich your own life—more reasons to love it here!