

Sales Development Representative

the-salesEDGE is currently seeking experienced mid-level Sales Development Representatives (SDRs), who are strong relationship builders, are self-starters, and are wanting to be a part of a growing company serving many different clients in various markets.

As an SDR you will seek out decision makers for clients you support, engage in conversations with prospects to understand their current situation, business pains and upcoming initiatives, while at the same time peaking their interest enough so that they commit to talking further with an expert from our client. You are responsible for managing your prospect inventory and nurturing relationships until they are ready to work directly with sales. For most clients, prospects require long-term nurturing until the timing is right. You will be responsible for the nurturing and utilize phone and email to accomplish your goals.

In this position you will be responsible for the following:

- Managing your prospect inventory
- Searching for decision makers at targeted companies that are provided to you in a CRM platform; identify other influencers and buy-team members
- Engage in conversations with mid to senior-level contacts regarding business priorities/challenges and explore relevant solution options
- Communicate via phone, leave voice mails, and send follow up emails from templates that are provided to engage with prospects
- Demonstrate the ability to grasp business application and value proposition of client products and services and overcome objections
- Build long-term nurture opportunities and feed our clients sales pipeline with prospects that fit the customer criteria but aren't ready to engage with a sales executive quite yet
- Partner with direct sales reps in the handoff of sales – ready leads to ensure seamless transition
- Utilize email to schedule appointments, ensure appointments are accepted and follow up with the prospect and sales to ensure the connection is made
- Capture accurate and complete information in CRM including contact information, call results and detailed comments
- Cooperate with Program Manager and client sales resource to define campaign/ communication tactics to best qualify and engage prospects
- Analyze weekly Key Performance Indicator results and make recommendations for continuous improvement



To be successful in this position you must demonstrate the following abilities:

Ability to listen and demonstrate interest in the prospect while controlling the conversation and pivoting the direction of the conversation appropriately; maintain focus on reaching position objectives through persistence and overcoming obstacles; utilize technology to manage your output, and send communication to prospects and the client; not afraid to pick up the phone and keep moving even after a difficult call; meet or exceed KPI's; maintain accurate records and notes in a timely manner; maintain client satisfaction; communicate effectively and professionally with prospects, potential clients and team members; be detail orientated with a high level of accuracy; and open to coaching from Team Leads and directly from clients.

To be considered for this position you need to meet the following minimum requirements:

- BA in Business or related field or equivalent combination of education and experience
- Must possess a minimum of one year of outbound calling experience, preferably in lead generation/appointment setting or sales function
- Strong working knowledge of MS Office products and the ability to learn new technology systems required
- Highly energetic self-starter with excellent time management skills
- Professional phone voice and email skills

This is a full work from home position. We have an office in Minnetonka, MN to meet as a team as well as meet with clients. If you are local, you will be invited to join on site, which is once a month typically. In addition, we offer flexible schedules as many of our employees work less than 40 hours a week. We are open to all different arrangements so long as your availability is during the work week between 8 and 5PM.

the-salesEDGE offers a competitive starting base salary, a rich benefit package to include medical, dental, vision, 401(k) program and a generous paid time off program including up to 2 days of paid community service. In addition, the-salesEDGE has been providing sales and marketing automation services to our clients for over 35 years, with that we have tenured clients, diverse programs, new opportunities and multiple departments all with growth opportunity. You will be joining a seasoned diverse team of tenured peers.

To be considered for this position please submit resume with salary requirements to jana.raber@the-salesEDGE.com

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