



Job Posting

Position Title: Sales Development Representative
Classification: Exempt
Reports To: Demand Generation Manager
Date Created/Updated: January 2023
On Target Earnings (OTE): \$50,000 base/\$45,000 variable

Summary/Objective:

The Sales Development Representative (SDR) is responsible for scheduling meetings and initial qualification of sales prospects. The SDR owns all the beginning of the customer journey, specifically data mining, prospecting, and participating in qualification meetings with Account Executives (AEs). The SDR drives growth in different institutional verticals for higher ed and must be comfortable with territory account planning and execution, virtual presentations, and collaboration with other members of the Pathify Team. SDRs will bring to the table a strong drive for top-of-funnel activity, with the desire to build a career in software sales.

Essential Functions:

- Find, data mine, prospect, and hand-off qualified prospects to AEs
- Use Pathify tech stack systems to prospect, with a heavy emphasis on phone outreach
- Perform high-level demos of the Pathify platform to prospective customers
- Create quarterly account development plans in partnership with leadership
- Execute weekly, monthly and quarterly activities in accordance with the account development plan
- Research trends and discover new opportunities to increase top of funnel conversion
- Log activities and update pipeline metrics daily
- Maintain a strong understanding of products and services and innovate new ways to serve businesses
- Ensure an efficient hand-off to AEs for all new prospects in relation to qualification calls
- Responsible for following all operational guidelines, verbal directives, training information and policies when performing duties
- Other duties as assigned

**Competencies:**

- Ability to listen well and communicate effectively orally and in writing with various audiences
- Capacity to use initiative and independent judgment appropriately while making decisions quickly and effectively
- Rapid mastery of the Pathify platform
- Willingness to motivate colleagues and teams to work towards shared sales targets and strategies
- Unflinching devotion to the top of the of the funnel, e.g. prospecting
- Entrepreneurial spirit, intellectual curiosity, and persuasive confidence
- Demonstrated desire for continuous learning and improvement
- Trust, positivity, patience, and a desire to learn and have fun
- Ability to use standard office equipment, computer equipment and software, including word processing, database management, spreadsheet applications, and electronic mail.

Desired Experience:

- 2+ years software sales/marketing experience
- Commitment to sales as a career and a science
- Where applicable, evidence of consistent above quota production in a sales environment
- Ability to travel once per quarter
- Higher-education professional experience a plus
- Start-up professional experience a plus

Working Conditions:

- Where a Pathify Education office exists, typical temperature-controlled office environment. Where no Pathify Education office exists, the employee will work virtually from home.
- While performing the duties of this job, the employee is regularly required to perform grasping, lifting, walking, standing, talking, hearing, seeing, and repetitive motions
- Physical Demands: Must be able to occasionally lift, carry and balance up to 25 pounds

Expected Hours of Work:

This role is considered full-time working approximately 40 hours per week and is exempt from overtime. We are an international company, and you will likely work with customers and colleagues across time zones and continents. Some meetings will be scheduled during unconventional work hours to meet the needs of our customers or your colleagues and their work day schedules.



Benefits:

- Health insurance
- Dental insurance
- Vision insurance
- 401(k) plan
- Paid holidays
- Unlimited Paid Time Off (PTO)
- Home-office stipend
- Employee Assistance Program (EAP)
- Life insurance
- Long-term disability

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