

Business Development Representative (BDR) at CompanyX

About the Role:

CompanyX is seeking a highly motivated and results-oriented Business Development Representative (BDR) to join our growing sales team. This role is crucial for driving our revenue growth by identifying, qualifying, and nurturing leads for our Account Executives. The ideal candidate is a proactive hunter with a passion for technology and a proven track record of exceeding targets. This is a hybrid inbound/outbound role focused on building pipeline and setting the stage for successful sales conversions.

Key Performance Indicators (KPIs):

- **Qualified Leads Generated:** Number of Sales Accepted Leads (SALs) generated per month, meeting or exceeding target of [Insert Target Number].
- **Meetings Booked:** Number of qualified meetings scheduled for Account Executives per month, exceeding target of [Insert Target Number].
- **Outbound Activities:** Daily/Weekly volume of outbound activities (calls, emails, LinkedIn connections/messages) demonstrating consistent effort. Target: [Insert Call Target] calls/day, [Insert Email Target] emails/day, [Insert LinkedIn Target] connections/messages/day.
- **Lead Conversion Rate:** Percentage of Marketing Qualified Leads (MQLs) converted to SALs. Target: [Insert Target Percentage].
- **Opportunity Creation:** Number of opportunities created from BDR-sourced leads. Target: [Insert Target Number].

Primary Responsibilities:

- **Prospecting & Lead Generation:** Identify and research potential clients within assigned territory and vertical(s) using various tools and resources (Salesforce, LinkedIn Sales Navigator, ZoomInfo/Apollo, industry databases).
- **Outbound Engagement:** Execute a high volume of targeted outbound activities, including cold calling, email campaigns, personalized LinkedIn outreach, and social selling.
- **Inbound Lead Qualification:** Respond promptly and effectively to inbound inquiries (website leads, marketing campaign responses) and qualify them based on established criteria (BANT - Budget, Authority, Need, Timeline).
- **Lead Nurturing:** Develop and execute personalized nurturing campaigns for leads that are not yet sales-ready, keeping CompanyX top-of-mind and building relationships.
- **Collaboration:** Work closely with Account Executives to develop territory plans, identify key accounts, and strategize on outreach efforts. Participate in regular pipeline review meetings.
- **Salesforce Hygiene:** Maintain accurate and up-to-date records in Salesforce, ensuring data integrity for reporting and analysis.

- **Continuous Improvement:** Proactively seek opportunities to improve prospecting strategies, messaging, and overall sales performance. Stay up-to-date on industry trends and best practices. Leverage AI tools for automation and efficiency.
- **Market Intelligence:** Gather and share competitive intelligence and market feedback with the sales and marketing teams.

Required Skills & Qualifications:

- 2+ years of BDR/SDR experience (preferred, but entry-level candidates with strong potential will be considered).
- Proven ability to achieve or exceed sales targets.
- Experience prospecting into Enterprise/Strategic accounts is a plus.
- Strong proficiency with sales tools: Salesforce, LinkedIn Sales Navigator, ZoomInfo or Apollo.
- Excellent written and verbal communication skills.
- Ability to build rapport and establish relationships with prospects.
- Strong organizational and time management skills.
- Self-starter mentality with the ability to work independently and remotely.
- Bachelor's degree or equivalent field experience preferred.

Core Competencies:

- **Hunter Mentality:** Driven, persistent, and results-oriented with a strong desire to win.
- **Adaptability:** Ability to thrive in a fast-paced, ever-changing environment.
- **Collaboration:** Team player with a willingness to share knowledge and contribute to team success.
- **Communication Excellence:** Clear, concise, and persuasive communication skills, both written and verbal.
- **Problem-Solving:** Ability to identify and overcome objections and challenges.
- **Tech Savvy:** Comfortable using and learning new technologies and tools.