



Business Development
Representative

CLIENT OVERVIEW

Our client is a global firm of management psychologists and consultants who help senior execs transform themselves and their organizations. Their consulting teams work closely with key leaders at client organizations to develop custom solutions around people and talent issues to ensure a strong pipeline for business growth. This firm combines business acumen, expertise, and an understanding of leader analytics, to translate insights into practical and strategic solutions that accelerate the growth and performance of individuals, teams, and companies.

POSITION SUMMARY

The Business Development Representative functions within the operations department and acts as the liaison between the companies Marketing and Sales teams. The position reports to the Head of Sales. The Business Development Representative is responsible for helping drive the firm's growth by increasing sales and contributing to the long-term success of the company by creating highly qualified opportunities. This role will successfully develop new leads and schedule appointments for the Sales Team.

ESSENTIAL DUTIES

- Contribute to Sales and Marketing business development strategies
- Serve as the initial point of contact for new business prospects
- Follow-up promptly on inbound leads
- Partner closely with the sales team to ensure proper communications and handoff
- Create and develop a lead driven sales pipeline
- Proactively source new opportunities through emails and calls
- Maintain persistent follow up with targeted prospects to the point the lead has been qualified or disqualified
- Manage CRM and accurately, update, and follow up on leads in the CRM tools daily to ensure progress towards goals.
- Qualify leads from marketing campaigns as sales opportunities

REQUIREMENTS

- Bachelor's Degree and 4+ years of sales, business development support and or relevant experience/administrative support in a sales environment
- Experience supporting remote professionals
- Critical thinker with strong ability to proactively analyze and solve problems; takes initiative
- Strong planning and decision making skills
- Organized, highly responsive, and resourceful
- Familiarity with collaboration productivity tools
- Lead and collaborate—engaging others and directing activities as needed
- Be an enthusiastic learner, user and advocate of new technology, products and services, tools, and experiences
- Is organized, responsive, and resourceful



Business Development Representative

- A self-starter capable of balancing priorities in a fast-paced environment
- Possesses strong communication skills
- Has solid organizational skills and the ability to multitask and meet deadlines
- Is highly customer-service oriented
- Is a team player and can build relationships with a wide variety of stakeholders
- Performs other duties as assigned