



Digital Sales Representative

Digital Marketing Services – Roanoke, Virginia

Position Overview

LeadPoint Digital is looking for a talented and connected Digital Sales Representative to join our team. The Digital Sales Representative will work closely with our team, prospects, and clients to identify and solve common and uncommon digital opportunities.

Responsibilities

Prospecting & Funnel Management

- Identify companies and contacts that are a good fit and can benefit from our services.
- Plan and recruit an audience for webinars, seminars, or speaking events for our expert staff to host.
- Establish and continually build relationships with prospects.
- Make a minimum of 50 contacts per day.
- Track sales funnel and keep the CRM up to date with activity and the most relevant contact information.
- Weekly strategy meetings on new and existing opportunities.

Sales Engineering

- Work with creative to develop collateral such as case studies, brochures, presentations, and other documents that will help move opportunities through their buying cycle.
- Design digital marketing programs based on the client's needs analysis that includes costing, proposal drafting, and presentation.
- File and submit agreements and other paperwork related to client-base sales.
- Renew client agreements as they get closer to expiration.
- Attend all meetings with existing clients to identify new digital sales opportunities.

Performance

- Expected to meet annual volume-based sales goal which will be disclosed in the first interview.
- Expected to meet annual renewal percentage which will be disclosed in the first interview.
- Manage and update processes and procedures aligned with sales responsibilities.

Qualifications and Skills

Required:

- Bachelor's Degree
- Experience working in digital marketing, website design and development, or digital sales.
- Strong analytical, problem solving, organizational, prioritization, writing, and leadership skills.
- Systematic and process oriented.
- High social confidence, drive, and a great communicator

Preferred:

- Education in sales or equivalent.
- Experience with common sales software and processes.



Benefits & Compensation

Benefits

- 401K
- Health Care
- Paid Vacation
- Paid Sick Days
- Flexibility for Personal Situations

Compensation

\$50,000 annual salary, plus 10% sales commission

Why do you want to work for LeadPoint Digital?

The name is new, but we've been a successful digital marketing agency operating locally and nationally since 1998. We're a hard-working team that loves making an impact for our clients on a national scale. As we grow together, you'll play an integral part in helping us build our culture, evolve with the market, lead your division, and make an impact for our clients.