

We are looking for a Business Development Representative to expand our market coverage and boost our sales pipeline. The ideal candidate will have an energetic, can-do attitude and be comfortable working in a metrics-driven environment. Your role will be to seek new business opportunities by contacting and developing relationships with potential pharmaceutical, device manufacturers and testing companies.

What you will do:

- Understand our buyer personas and needs of our target market
- Prospect into strategic business accounts via cold call, email and social strategies
- Produce creative strategies for targeting decision-makers at prospect accounts in order to book sales appointments
- Present our solution to prospects following a high-touch, high-value selling approach
- Drive sales growth and pipeline through setting up qualified meetings and demos between potential clients and our Account Executives
- Be a subject matter expert and evangelist of our product and services
- Update and maintaining customer information in our CRM

Requirements

- Bachelor's degree in Business, Communication, Marketing or a related field
- Proven work experience as a Business Development Representative
- Experience with outreach such as cold calling and emailing
- Exception written, verbal communication and time management skills
- Passionate and excited about technology and being part of a fast-growing Digital Health SaaS company.
- Experience with CRM software
- Great negotiation skills