

STRV

JOB DESCRIPTION:

Business Development

Representative

PURPOSE

BDR or Business Development Representative is vital company sales team members. He is the first point of contact with potential customers. BDR plays an essential role in the sales process by prospecting, qualifying, and scheduling appointments for the sales team.

OBJECTIVES

A Business Development Representative focuses on identifying and connecting with potential clients for their business. That means he is handling many of your outreach efforts: researching, prospecting, engaging leads through different sales techniques, and qualifying these leads for the sales team.

The main objectives of the Business Development Representative role fall into the following categories:

SQL Lead Generation and Qualification

- Develop and execute targeted prospecting strategies to identify potential clients within the company's target markets.
- Conduct thorough research on prospects, their industries, and potential pain points to tailor marketing outreach efforts effectively.
- Utilize various channels (email, phone, social media, etc.) to initiate contact with decision-makers and key stakeholders, focusing on generating MQLs.
- Qualify leads based on the company's Ideal Customer Profile (ICP) and MQL criteria.
- Maintain a high volume of daily outreach activities to consistently fill the marketing pipeline with high-quality MQLs.

Pipeline Management

- Utilize CRM systems and marketing tools to meticulously track all prospecting activities and lead interactions, ensuring a structured and organized approach to managing the marketing pipeline.

- Regularly update and maintain accurate records of prospect information, interactions, and next steps to ensure the smooth progression of leads through the marketing funnel.
- Collaborate with Marketing Directors and Managers to ensure the smooth transition of qualified leads from initial engagement to further marketing nurturing.
- Regularly analyze outreach performance metrics, including the quality and volume of MQLs generated, to optimize strategies and improve conversion rates. Effective pipeline management is critical to ensuring that leads move efficiently through the funnel from initial contact to marketing engagement and handoff.

Product and Industry Knowledge

- Develop a comprehensive understanding of the company's services, capabilities, and unique value propositions to effectively communicate these in marketing outreach efforts.
- Stay informed about industry trends, emerging technologies, and competitor offerings that impact marketing strategies and the generation of MQLs.
- Effectively articulate the company's benefits and differentiators to prospects across various industries from a marketing perspective.
- Continuously expand knowledge of digital product development processes and methodologies to better engage with potential MQLs.

Relationship Building

- Establish rapport with prospects through personalized, value-driven marketing communications that resonate with their unique needs.
- Navigate gatekeepers and identify key decision-makers within target organizations to drive marketing engagement and move leads through the funnel.
- Cultivate relationships with potential clients through consistent, strategic, and meaningful follow-ups to nurture them into MQLs.
- Represent the company professionally in all marketing interactions, embodying the company's values and culture to build lasting connections with potential clients.

Collaboration and Continuous Improvement

- Work closely with the marketing team to design and execute outreach efforts that align with broader marketing initiatives and MQL generation goals.
- Provide feedback on lead quality and market receptiveness to refine marketing wordtargeting strategies and improve overall campaign effectiveness.
- Participate in regular team meetings to share insights, best practices, and challenges, contributing to the continuous improvement of marketing efforts.

- Engage in ongoing training and development to enhance prospecting, marketing communication skills, and overall MQL generation efforts.

SKILLS

- **Prospecting and Research Skills**

- Ability to identify potential clients and decision-makers for marketing purposes.
- Proficiency in using prospecting tools and databases relevant to marketing.
- Strong internet research skills with a focus on gathering marketing insights.

- **Communication Skills**

- Excellent written and verbal communication tailored for marketing outreach.
- Ability to craft compelling marketing messages and campaigns that resonate with target audiences.
- Active listening and questioning techniques focused on generating and nurturing MQLs.

- **Marketing Skills**

- Understanding of marketing principles and processes, particularly in lead generation.
- Ability to qualify leads effectively within a marketing context and guide them through the early stages of the funnel.

- **Technical Knowledge**

- Good understanding of software development and digital products as they relate to marketing efforts.
- Ability to explain technical concepts to non-technical audiences from a marketing perspective.
- Eagerness to learn about new technologies and industry trends that impact marketing strategies and MQL generation.

- **Interpersonal Skills**

- Strong relationship-building abilities within a marketing context.
- Adaptability and quick thinking in dynamic marketing situations.
- Team collaboration skills, particularly in cross-functional marketing efforts.
- Time management and organizational skills relevant to executing marketing campaigns and managing MQL pipelines.

- **Tools Proficiency**

- Expertise in CRM software, with a focus on managing marketing pipelines and tracking MQL generation.
- Familiarity with marketing automation and engagement platforms to optimize outreach and lead nurturing efforts.
- Proficiency in using social media for professional networking and marketing outreach.