



SDR

JOB DESCRIPTION

SUMMARY

As an SDR, you will support TruCentive's growth in the Incentives Automation market by proactively prospecting into target accounts and responding to inbound leads with the primary goal of setting qualified appointments that ultimately lead to increased revenue. If you have a passion for technology, an insatiable hunger to learn and an ability to work independently then we need you on our team. We are looking for people that have a positive attitude and ambitious personal goals. Above all, we are looking for business-minded people that are looking for a chance to start a career in high tech sales. We can teach our CRM systems, package info, and provide marketing materials, but we cannot teach work ethic, attitude, or passion.

REPORTS TO:

VP of Sales and Marketing

RESPONSIBILITIES AND DUTIES:

- Outbound prospecting with a focus on moving leads through the pipeline. Emphasis on B2B cold-calling and sales
- Utilize various resources including specified marketing materials / lead lists, database contacts, other lead sources.
- Qualify and engage sales leads, supplying leads with adequate information about TruCentive products/services and maintain customer information and sales activity in Salesforce.
- Exceed weekly/monthly goals for meetings, pipeline, and activity.
- Work in a close-knit team environment to develop and accomplish a lead generation plan that meets or exceeds quota targets.
- Cultivate pipeline by acting on marketing leads and conducting strategic outbound campaigns.
- Collaborate with the sales and marketing team to prioritize efforts, refine selling strategies, share results, and plan next steps.
- Participate in sales onboarding, 1:1 training sessions, team meetings, skill building, and professional development classes.

Qualifications

- Self-motivated, driven, and desire to pursue a career in sales
- Accelerate in a competitive, rewarding atmosphere
- Comfortable making phone calls
- Prior lead generation experience or outbound calling experience preferred
- Excellent verbal and written communication skills
- Must have a headset, PC/laptop, smartphone, and hi-speed internet