



Position Title: Business Development Representative (BDR)

Location: Greater Boston Area, Southern California (Remote to start)

Company: MarketSpark, Inc.

Salary: Competitive Base + Variable

Key responsibilities include

- Qualifying leads from marketing campaigns as sales opportunities
- Contacting potential clients through cold calls and emails
- Presenting the company to potential clients to qualify opportunity potential

Must have

- 1 year of proven BDR, SDR (or similar) sales success, preferably in the telecom sector
- High level of comfort operating in a metrics-driven sales organization, run by the numbers
- Collaborative, process-oriented thinker and problem solver
- Highly effective digital communications skills

Job brief

We are looking for a Business Development Representative to act as the liaison between our Marketing and Sales teams. Your role will be to seek new business opportunities by contacting and developing relationships with potential customers.

To be successful in this role, you should have previous experience developing leads from marketing campaigns and meeting sales quotas. You will use your communication skills to cultivate strong relationships with customers, from first contact until you close the deal. If you are motivated and results-driven, and enjoy working in a team environment, we'd like to meet you.

Ultimately, you will boost sales and contribute to our long-term business growth.

Responsibilities

- Qualify leads from marketing campaigns as sales opportunities
- Contact potential clients through cold calls and emails
- Present our company to potential clients
- Identify client needs and suggest appropriate products/services
- Customize product solutions to increase customer satisfaction
- Proactively seek new business opportunities in the market
- Set up meetings or calls between (prospective) clients and Sales VPs
- Stay up-to-date with new products/services and new pricing/payment plans



Requirements

- Proven work experience as a Business Development Representative, Sales Account Executive or similar role
- Hands-on experience with multiple sales techniques (including cold calls)
- Track record of achieving sales quotas
- Experience with CRM software (e.g. Salesforce)
- Power user of MS PowerPoint and Excel (analyzing spreadsheets and charts)
- Understanding of sales performance metrics
- Excellent digital communication skills
- Ability to deliver engaging presentations

The Role

MarketSpark is seeking a high-energy Business Development Representative to address the growing SMB market segment. The role will support the company's aggressive new logo strategy by qualifying and closing SMB opportunities for a turnkey managed service solution that address an age-old wireline problem that all companies in the U.S. are facing.

The BDR will work closely with the Chief Revenue Officer and the entire organization to expand the company's new logos in the SMB segment.

This is an amazing opportunity for a driven sales hustler who aims to be part of a high-velocity startup that is disrupting a multi-billion dollar industry with a SaaS solution that delivers measurable results.

Additional Points:

- Must have a new business development mindset (a hunter, not a farmer)
- Demonstrated mastery of new business development skills (lead gen, cold calling, email outreach, social outreach, networking)
- Very strong online communications skills
- Mastery of moving opportunities through the funnel (overcoming objections, navigating organizations)
- Highly adept using CRM tools (preferably Salesforce)

About MarketSpark:

MarketSpark is a software solutions company delivering a cutting-edge, B2B technology platform that helps drive enterprise efficiency and connectivity – think Amazon + Geek Squad for the telecom industry.

The MarketSpark platform enables enterprises to seamlessly replace costly and unreliable POTS lines with a failsafe broadband connection that is less expensive than traditional wireline service, more robust than copper and managed from a single pane of glass. The platform is quickly expanding within a number of different verticals including retail, healthcare, real estate and financial services.



Interested in the Role?

Send your CV and cover letter to: robert@marketspark.co.