

## **BCC/FUTURESOURCE JOB DESCRIPTION**

### **Sales Development Representative**

#### **Job Description**

We are seeking an experienced Sales Development Representative (SDR) to join our team and help us reconnect with our existing customer base to ensure customer retention, develop up-sales and cross-sales delivering revenue growth for the company. The successful candidate will be responsible for renewing existing subscriptions along with developing opportunities for custom projects. The SDR will also be responsible for onboarding and training all new customers to ensure maximum subscription revenue retention and success.

As the first line of communication with a prospect, the ideal SDR has a strong understanding of the sales process and excels at researching customers, reinstating previous relationships, and onboarding and training new and existing customers to improve customer satisfaction and hence company success.

The SDR should be a quick learner who has strong communication skills and an ability to showcase our products and services in a compelling way. Every new and existing customer is an opportunity for boosting top-line revenue growth and profitability. Building and nurturing strong relationships with key decision-makers is key to their success.

The BCC & Futuresource offices are in the UK & US, however we are considering all candidates located anywhere within the UK. Hybrid/remote working would suit the ideal candidate.

#### **Objectives for this role:**

- Represent the company's products and services, using comprehensive knowledge as well as consumer research to explain how our solutions meet customer needs
- Generate leads and meetings with existing customers to find potential new up-sales, cross-sales and new sales opportunities in the existing customer base
- Manage and maintain a pipeline of opportunities and maintain an accurate and detailed Salesforce profile
- Identify best practices for refining the company's lead-generation playbook

#### **Job Responsibilities Overview**

- Retention and renewals of existing subscription customers
- Utilising our current suite of lead generating tools, calls, and emails to generate new upsell/cross-sell sales opportunities in the existing subscription customer base
- Collaborating with research, insights, and consulting teams to develop and close new upsell and cross-sell opportunities

- International travel maybe required for attending industry trade shows and staying up to date with new trends
- Assisting with events as required
- Proficient understanding of market research industry, research methodology, client's business, and products & services suitable to meet the client's needs.

### **Required Experience and Qualifications**

- 2-4 years of experience in account management sales and/or lead generation
- Bachelor's degree or equivalent sales experience
- Industry or technology knowledge would be advantageous but not essential
- Strong communication skills
- Excellent customer communication and management skills
- Proven, creative problem-solving approach and strong analytical skills
- Track record of achieving quotas
- Proficiency of Microsoft office, Salesforce, LinkedIn Sales Navigator, Cognism/Zoominfo
- Thrives in an environment that is fast-paced, rapidly changing, and customer focussed
- Ability to handle multiple priorities while meeting objectives and revenue targets
- Team player who builds strong, effective partnerships.

### **Personal Skills**

- An internal drive and tenacity to achieve and exceed revenue targets
- Strong communication skills to communicate effectively with clients and internal stakeholders
- Personal sense of ownership around your role and responsibilities
- Completer/finisher with an eye for detail
- Thrives under pressure
- High levels of influence when working with internal stakeholders and customers to achieve the desired result for the company
- Personal initiative to recognize and chase new business/upsell opportunities
- High levels of energy and enthusiasm to provide a "can do attitude"
- Articulate and well-spoken

If you are interested in applying for the above role, please submit your resume and a cover letter expressing your interest and suitability for the role to both: [Aarti.patel@sixsails.com](mailto:Aarti.patel@sixsails.com) and [sandy.bell@futuresource-hq.com](mailto:sandy.bell@futuresource-hq.com).

The deadline for applications is the 17<sup>th</sup> May 2024.