



Job Description: USA

POSITION TITLE: Business Development Representative (BDR)

REPORTS TO: Sr. Manager - Inside Sales

DATE: 09/01/2017

SCOPE OF THE ROLE

As a member of the direct sales department the successful BDR will leverage proven techniques to develop an interest in the company's products and services. This position will have inbound call and lead/appointment qualification responsibilities as it relates to demand generation with the goal of helping to build a sales pipeline of meetings and opportunities for both the inside sales team (ISRs), the field sales force (SAM, TAM & CAM), and in-direct partner base.

At EROAD our goal is to offer flexible and powerful solutions based on our innovative technology platform to assist in the creation of a transport sector that is responsive to the evolving needs of business, government and the wider community.

This position requires a basic knowledge of the products & services offered by the company and its application to transportation and trucking markets. A valued individual contributor and as part of a national sales team, supports inside, field and channel sales staff in the acquisition of new sales prospects and coordinates sales and appointment activities to enhance the broader team's effectiveness.

Responds to in-bound customer inquiries for information on the company's products and services and helps to qualify potential sales prospects through a variety of lead nurturing activities.

This role is both challenging and rewarding, giving the BDR a career growth path with opportunities in EROAD sales hierarchy. As a member of a fully integrated national sales and marketing team, this position focuses on growing the business through phone based prospecting and field interaction & support.

Once trained, you will use a combination of tactical sales initiatives and tools to promote EROAD products and its people, helping to build the EROAD brand.

RESPONSIBILITIES

Initiates appointments through calling and answers, qualifies and routes inbound calls from prospective clients each day. Leaves messages for unanswered calls with a goal of timely follow up. Messages to include – Lead Developer's name, company name, web address and return phone number as this is a prospecting position, no price negotiation is to occur. Reports and records all activities in EROAD's web based CRM system (Salesforce.com) and qualifies leads for sales development.

- Through inbound & outbound calls and on-line Chat functions, develop prospect and targeted leads/appointments for Sales Team Members.
- Fielding & prioritizing inbound leads from prospects & partners
- Conduct appointment setting calls and coordinates effective scheduling



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| | <p>for field team members.</p> <ul style="list-style-type: none">• Act as a valued individual contributor and team player. |
| COMPETENCIES | <ul style="list-style-type: none">• An excellent reputation as a reliable and customer focused sales professional.• Technical understanding of transport industry products.• Able to communicate and work effectively within EROAD team.• Proven ability to meet sales and personal performance targets.• Strong drive for success.• Knowledge of aspects of sales & qualifying process. |
| PERSONAL ATTRIBUTES | <ul style="list-style-type: none">• Must be able to speak and read English, at a level suitable for communicating with the contacts for this position. (Additional Language Skills are a plus)• Must be experienced in basic personal computer operation and capable of effectively using current Microsoft Windows applications (Excel & Word) and custom EROAD software.• Experience in multiple web browser technologies a plus• Must be able to follow oral and written instructions• CRM system knowledge (Salesforce.com or equivalent) |
| REQUIRED EXPERIENCE | <p>Successful applicants must be able to show that they possess the skills and ability to successfully carry out the responsibilities of the position. The following examples are illustrative of the level of education; experience and training that could be expected to produce these skills. Applicants may demonstrate possession of the necessary abilities in other ways, and therefore these examples are not absolute criteria.</p> <ul style="list-style-type: none">• High School Diploma or equivalent• Positive attitude and aptitude for personal and business success• Proven background or aptitude for business development• Proven track record in attendance and punctuality• Strong phone presence a must! Cold Calling experience a plus• Excellent communication skills, both verbal and written• Excellent organizational & time management skills• Computer proficiency as it relates to Microsoft Office and associated programs.• Suitable transportation to/from work• Must clear a full background check |

This Job Description is not intended to be complete or limiting – the role will require a proactive and flexible approach to manage tasks that support a rapid and innovative product development environment.

EROAD is in a “high growth” mode. There will be times when the role will be required to complete tasks outside those mentioned above.