Downloaded from <https://www.velvetjobs.com/job-descriptions/sales-development-manager>

# Example of Sales Development Manager Job Description

Our company is hiring for a sales development manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for sales development manager

* Partner Rationalization ·select, recommend and develop the required partner base to achieve business results for hardware ink and media to ensure a full country coverage
* Revenue and sales thru management –continuously monitor wholesalers and corporate reseller inventory to insure demand and special focus in sell-thru activities with specialized channel to ensure products are sold through in accordance with business expectations and targets
* Funnel management (MES and repro)– Generate and follow up necessary activities to ensure sustainable lead generation process
* Manage, hire, train and ramp a team of sales development representatives
* Manage a mix of territory-based sales development positions with responsibilities of inbound lead qualification, outbound tele-prospecting and pipeline generation
* Recruit, hire, train, motivate, and coach SDRs
* Assist in creation, monitoring and refining sales lead processes and metrics
* Ensure the effective use of Salesforce.com and Eloqua systems
* Proactively work to improve the cadence and throughput of the assigned sales development resources as we grow
* Conduct weekly forecasts

## Qualifications for sales development manager

* Experience in business to business sales, preferably in software-as-a-solution, service or consulting industry
* History of coordinating with peers in other teams for overall success of the organization
* Manage communication of competitive retail checks (H Drive) & ECRM data analysis
* Achieve annual MAPE goals and manage forecasting process
* Leadership - inspires and motivates others to perform well
* 2+ years' experience in a similar programs role or business development, sales readiness, marketing or sales, in a high tech environment