



# Example of Lead Development Representative Job Description

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Our company is looking to fill the role of lead development representative. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for lead development representative

- Qualify prospects against established criteria prior to passing them to inside and field reps as sales qualified leads (SQLs)
- Allocate leads as appropriate, and drive leads through the sales process by initiating face-to-face appointments with Field Sales team
- Follow up with each Field Sales Rep, post meeting
- Receive prospects back from field or inside sales for further nurturing
- Build prospect target list for inside and field using tools, research and segmentation
- Meet daily, weekly, and monthly phone and email communication goals in accordance with strategic plan
- Own the Salesforce contact management process for the region
- Act as a bridge between Marketing and Sales
- Meets or exceeds the lead targets associated with the position
- Collaborates with sales and management to build a qualified pipeline of prospects

## Qualifications for lead development representative

- 0 - 2 years of inside or outside sales experience
- BA/BS degree or two years/relevant work or military experience can substitute for BA/BS degree
- At least two years of inside sales experience preferred

- Very good German and English language skills (oral and written) are mandatory
- 2 years Marketing background preferred