



Example of Lead Development Representative Job Description

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Our company is growing rapidly and is searching for experienced candidates for the position of lead development representative. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for lead development representative

- Appropriate responsiveness to follow up with and qualify all inbound leads
- Prospects customers by leveraging outbound medium technologies to evangelize FollowMyHealth solutions
- Transitions qualified opportunities to the appropriate sales representative in a timely manner
- Identifies key stakeholders, basic technical requirements and business process for all leads
- Accurately represents the validity of sales leads
- Communicates clearly and effectively with management regarding market trends
- Drives additional revenue opportunities by applying incremental programs or projects initiated by sales management
- Generate Leads -Build and refine Lead Management and reporting processes as part of continuous improvement efforts
- Hire, Coach, Develop and Retain sales talent!
- Performance Management in a SaaS or subscription environment

Qualifications for lead development representative

- Utilizes all pertinent social media tools to improve prospecting success
- Strong understanding of sales automation tools (Siebel) Microsoft tools suite

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- Telephone selling techniques
- Mastery of common business technology (email, CRM, MS Office)