



Example of Lead Development Representative Job Description

Powered by www.VelvetJobs.com

Our innovative and growing company is looking to fill the role of lead development representative. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for lead development representative

- Communicates complex technical product information to prospects
- Works the assigned territory
- Manages classroom, creates an engaging learning environment
- Engage in solutions-based business-level conversations to influence customers and, to ultimately close sales
- Build rapport with contacts by offering resources (webinar invitations, white papers, relevant blog articles,) and understanding where the prospect is in the buying process
- Transform Marketing leads to Sales Opportunities that meet a minimum qualification criteria (BANT), by educating and challenging prospective buyers
- Assist in live inbound chats and phone calls and follow-up via phone and email on leads from web, events, email campaigns
- Searches internal and external subscription databases, LinkedIn, for additional key contacts within existing companies
- Transition qualified opportunities to the appropriate inside or field sales representative
- To meet or exceed monthly and quarterly quota objectives

Qualifications for lead development representative

- Not afraid of rejection or to pick up the phone and call anyone!

- Proven time management skills required
- Must be able to interact and communicate with individuals at all levels of the organisation
- Minimum 2-4 years in sales and / or account management /lead generation experience identifying, generating, selling and / or closing net new business opportunities