



Example of Lead Development Representative Job Description

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Our company is growing rapidly and is hiring for a 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

- Qualify inbound leads driven through online form submissions, advertisements and direct mail campaigns
- Provide consultations over the phone and perform in-office product demonstrations
- Consistently log each outreach made to new and existing customers within CRM
- Attend and support trade shows, school fittings and continuing education events
- Sales Execution through effective Territory/ Account Management and Franchise Sales Process
- The Commercial Sales Executive (CSE) should drive incremental revenue and prime quota attainment within assigned territory, fully responsible for territory strategy, customer engagement/ coverage, forecasting, planning, and Prime quota attainment
- Focused on partner recruitment and funneling leads to the correct channel/POC
- Engage in solutions-based business-level conversations to influence VAR's and, to ultimately recruit them as revenue generating partners
- Assist BDRs in partner onboarding velocity, including scheduling next steps
- Maintain Salesforce hygiene documenting all calls and meetings

Qualifications for lead development representative

- Sound business acumen and desire to succeed
- Familiarity with Microsoft Office, Oracle, SFDC and other commonly used sales technology strongly preferred
- Ability to make a high volume of calls every day
- Prior telemarketing experience, sales experience and being held to metrics are a plus
- Managing shared Outlook calendars a plus