



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

- Learn and maintain in-depth knowledge of the Tegile Storage Array value proposition and positioning
- Keep up to date on industry trends and competitor positioning within the marketplace
- Assess needs of targeted customer
- Enter timely and accurate data into Salesforce
- Manage and maintain a healthy pipeline
- Grow and renew a set of evergreen renewal business/current customers
- Makes outbound cold calls to generate sales leads
- Through a series of qualification questions determine if contact is a potential sales lead
- Identify business decision makers and opportunities
- Meet with management frequently to report and improve processes

Qualifications for lead development representative

- Proven desire to be in B2B sales
- 5+ years sales experience as a successful individual contributor (non-management role)
- Previous experience managing in a SaaS or subscriptions environment
- Previous experience selling Software as a Service strongly preferred
- Previous experience selling / managing in a Subscription / Renewals

- Knowledge of Computer Aided Drafting (CAD) / Computer Aided Manufacturing (CAM) tools