



ROLE PROFILE

Title:	Business Development Representative
Function:	Sales
Reports To:	Head of Sales
Location:	Toronto, ON
Type:	Full Time

Role Description

The Business Development Representative will support the overall efforts of the business development team, as well as actively source and qualify potential leads. The role is crucial in identifying areas of potential customers in our target market and engaging with them in various ways.

Primary Responsibilities

- Understand our buyer personas and the needs and “pains” of our target market
- Generate and qualify leads, using social selling techniques to attract and source more leads
- Cold-call and cold-email qualified prospects with objective of setting up meetings with the Sales VP/Director
- Write and adapt email scripts and outreach sequences to reach prospects
- Work with our CRM tool to ensure detailed notes and contact details with prospective clients are entered and up to date
- In conjunction with the team, brainstorm and execute new strategies to attract our target market
- Work together with the team to establish and share prospecting techniques, tools, and software that work
- Keep up to date on trends and news from the industry, our competitors, and our target market
- Engage in networking, face-to-face/virtual meetings, and any other activities that help to generate and close leads
- Reach out to existing mid-high value Gift Card clients in an effort to maintain relationships (secure sales volume), solicit feedback (good or bad), and seek out potential opportunities for



cross sell or upsell (plastic to digital, manual order / activation to self serve portal, cobranding, add fuel savings cards, etc.)

- Present our standard product / solution pitch deck to lower-mid value Gift Card prospects (lower value opportunities)
- Help create updates and reports for presentation to management
- Other duties as assigned

Capability Requirements – education, skills & experience

- Post-Secondary education in Marketing, Business, or a related field of study (college or university level)
- Six months or more experience in a sales or customer service role
- Superior interpersonal communication skills are crucial
- Must be comfortable with cold-selling via email and telephone, and be persistent
- Excellent computer skills including, Microsoft Office (Word, Excel and Powerpoint), with CRM (Hubspot, MailChimp, Sales Buddy) experience an asset
- Thrive in a fast-paced, entrepreneurial environment with ability to manage change seamlessly
- Ability to work both independently and as part of a team
- Must possess a strong set of organizational skills and be able to multi-task
- Is able to use social media platforms effectively to reach target audiences (LinkedIn, Twitter, etc.)
- Is a self-started and maintains a positive attitude