

Job Title: Business Development Representative  
Function: Lead and Sales Opportunity Generation  
Reports to: Manager, Business Development  
Direct Reports: None  
Job Location: Cleveland, Ohio

We are Proformex, a Cleveland-based software company that is disrupting the life insurance industry. Our software helps fiduciaries and agents monitor policies on behalf of beneficiaries. We're looking for a BDR/SDR to help us scale. This is a rare opportunity to get in on the ground floor of an exciting growth business and help shape our success in a role with wide ranging responsibilities. As one of the first dedicated BDRs you will play an important role in helping us building out a repeatable sales model and take our technology to the world.

### POSITION QUALIFICATION SUMMARY

Are you competitive? Do you thrive on hitting targets and surpassing expectations? Are you great with people and driven to find solutions others do not see? As the first BDR, you will be responsible for nurturing and developing leads into qualified sales opportunities, as well as supporting the sales team with prospect development. This role will be a fast-paced challenge, and you will need to bring your energy every day. You'll have the opportunity to work alongside an amazing, talented and dedicated team that is up to any challenge and plans to have fun every step along the path to success.

We are looking for someone who has experience as a BDR/SDR in an early or growth stage SaaS company. You may not have been the first BDR but you were early enough to have learned techniques, methods and processes for sourcing leads quickly. You know the tools of the trade and how to get the most out of them. You are a master of cold email, and aren't afraid to pick up the phone. And you know how to deal with rejection.

Your communication skills are paramount: Can you articulate the value proposition of our product clearly? Can you find out politely, and without being too pushy, whether a prospect has the need, authority and a timeline in mind? Can you leave a professional impression about Proformex even if the lead does not qualify?

You're motivated by success. This goes without saying really, but you love to win. That said, you're not someone who will win at all costs. You're respected and maybe even loved by your peers, your previous managers would all want to work with you again if given the opportunity. Building a great sales culture is important to us and with this role as a founding team member you'll need to be able to create a solid foundation and set us up for success.

### THE WORK:

- You will be a product expert within the Proformex application, and be able to fully demonstrate the value that our products bring to our customers. As a product expert, you will be able to answer questions on functionality and applicability to fiduciaries and life insurance agents.
- Working with leads from Marketing and other sources to further develop the lead into a qualified sales opportunity. This is a numbers game, and those that win are those that know that quitters never win. This takes guts and determination to make the connections that will lead to big sales and opportunities. You will not be content until you get a voice on the phone. This is a contact sport.
- You will manage the relationships you develop with the customers, schedule calls and presentations with the key decision maker, and follow through with complete and comprehensive demonstrations, funding requests, RFP's, and customer/prospect requests.

- Collaborate and work with the sales organization to fuel the growth of Proformex via exponential sales growth. Be a resource to the sales and marketing teams and look to those teams as a career step.
- You will effectively and efficiently manage the all the assigned qualified open leads, created opportunities and accounts in an organized fashion and be able to effective report out on the status of each lead and its path to completion.
- Daily Data Entry involving basic analytics and reporting. You must master the skills of good analytics and data entry into our CRM to provide direction and information to sales and marketing. Your numbers and reports will fuel their efforts and provide them with the necessary information to grow Proformex.
- As the first BDR, you will help build out and document sales processes with the sales and leadership team to establish repeatable business development and sales processes.
- You will be measured by:
  - Meetings scheduled for the sales team with C-level /decision maker
  - New customers generated
  - New revenue generated

### REQUIREMENTS

- 1+ years experience as BDR/SDR role at early or growth stage tech company.
- Track record of exceeding targets in previous BDR/SDR roles. Experience building a quality pipeline that delivers the results and even outperforms. You know how many leads you'll need and you'll effectively manage your forecast.
- GRIT – the passion to achieve great goals and the perseverance to stick with it. Be driven and make that drive contagious.
- Fast-learner and early adopter. Constantly seek to understand the customer challenges and insights that improve engagement and ways of connecting with potential sales leads.
- Superb Phone Skills – Ability to find and develop a common interest with others and use that relationship to educate leads about the value of Proformex.
- High Output Player – Working in a cohesive team of high achievers and drive yourself and others to continually do better. Winning together with pride. Being "that guy/gal" who delivers time after time.
- Desire and interest in a career in sales. Getting geeked by talking to and helping customers.
- Epic attention to detail. You're CRM and pipeline management is top notch.
- Proformex is currently a small team but growing quickly. You'll need to be comfortable with the constantly evolving, multiple hat wearing environment of a rapid growth start up.

Bonus points if you have:

- You've worked in an environment where you've had a variety of responsibilities and show you can totally nail it.
- When the pressure is on a wave of amazingness comes over you. You just get the job done.
- You're confident with an ego that comes without arrogance. You've got strong opinions but you're a team player.

The package will include a both salary, commission, and health benefits. Come join us as we revolutionize insurance technology and take a key role in growing our company.