INSIDE SALES | BUSINESS DEVELOPMENT REPRESENTATIVE

JOB DESCRIPTION

ABOUT THE POSITION:

IntraSystems is on the hunt for an Inside Sales Business Development Representative to help fuel our growth. This position will work very closely with the Marketing Manager and will report to the Vice President of Sales and Marketing. In addition, this position will work with the Sales department to provide new business development by utilizing social media skills to introduce and connect to potential clients.

Success in this position requires a passion for talking with people, well-written follow-up on all calls (to both customer/prospect as well as input to CRM system) and identifying opportunities. This role includes heavy call volume, email follow-up, and the ability to connect to clients through various media outlets with the goal of increasing and identifying qualified sales leads. Additionally, the role should provide internal feedback as to the quality of leads coming from each marketing vehicle (email, phone, lead source, web forms, etc.) to spot best practices and areas for improvement in lead generation.

Primary responsibilities will be as follows:

- **INSIDE SALES | BUSINESS DEVELOPMENT** The primary focus of the position is lead generation through phone, email, and social media contact methods to key prospects and existing customers to generate awareness of IntraSystems solutions and services.

- **SOCIAL MEDIA** As a secondary focus, this position is responsible for posting relevant content on a regular basis to IntraSystems’ social media accounts (LinkedIn, Twitter, and Facebook) and website.
  - Update Twitter on daily basis with anything newsworthy.
  - Post creative “posts” on Facebook
  - Increase number of followers on all social media accounts
  - Post blog, white paper, and/or video once a week on current technology trends

- **LEAD TRACKING** This position is responsible for tracking all leads and opportunities (including campaign success metrics, follow-up procedures, etc.) by following IntraSystems’ lead generation process for all outbound campaigns. This process will be for the following sales activities:
  - Inside Sales activities
  - Outside Sales call blitz’s
  - Vendor account mapping sessions
  - Third party appointment setting activities
MARKETING CAMPAIGN FOLLOW-UP | This position will follow-up on all email marketing campaigns to increase attendance and awareness of offering. Follow-up will consist of phone calls, email follow-up, and input into CRM system.

MONITOR, QUALIFY AND MANAGE LEADS | This position will manage lead qualification and early-stage sales for the sales team. Sales inquiries and other marketing-generated leads come from a variety of sources that require follow-up (i.e. email, phone inquiries, social media, web forms, event marketing, etc.). Timely and meticulous follow-up is required.

PASS ON LEADS | Following initial lead research and qualification, this position will pass leads onto the appropriate salesperson. Efficient transfer of background information gained from research activities and/or prospect engagement is necessary for any successful sales conversion. All actions, conversations, etc. with lead will need to be entered into our CRM system for tracking purposes.

SELF-GENERATED LEAD RESEARCH AND OUTBOUND PROSPECTING | Using available tools (including a CRM database, LinkedIn Sales Navigator, lead service, Google alerts, etc.), to uncover new leads for processing.

CRM DATABASE MAINTENANCE - Regular maintenance of our CRM database will be required to ensure no incomplete or redundant data exists. Additional tasks may include updating the type of information we collect and report.

ABOUT YOU:

Our next Inside Sales/Social Media Coordinator is a sharp and articulate person who is 100% comfortable talking to IT professionals of all management levels. In addition, you’re someone who is very comfortable with all aspects of social media. To be effective, you must be able to communicate efficiently and persuasively with a large assortment of people throughout the workday. It is also very important that you don’t take rejection from sales leads personally; instead focus that energy on “getting to yes” with the next one. Our ideal candidate is someone who is described by friends as:

- You are a confident and articulate speaker with the ability to think on your feet
- You enjoy talking on the phone
- You possess very good writing skills
- You are organized, dynamic, dependable and diligent
- You are familiar with CRM database tools and are knowledgeable on the sales process
- You have the ability to overcome and handle objections
- You are very familiar with LinkedIn, Twitter, Facebook, etc.
SKILLS AND EXPERIENCE:

▪ One - two (2) years inside sales experience or customer service background preferred
▪ Knowledge and experience of key social media platforms
▪ Ability to work in a fast-paced team sales environment with minimum supervision
▪ Experience with MS Office (Outlook, Excel, Word, PowerPoint)
▪ Excellent organization and time management skills with an ability to cope with a fluctuating workload
▪ Incredible attention to detail to ensure accurate use of internal systems and processing of information
▪ Experience with CRM products is a plus; willingness to learn is required
▪ A proven track record in a role supporting sales and/or marketing teams

BENEFITS:

▪ Competitive base salary
▪ Health coverage with dental and vision
▪ 401k plan offerings
▪ Paid vacation and company designated holidays