

Role Profile: Inside Sales Associate

Location: Desk-based

Reports to: Head of Inside Sales

Role Overview: The Sales Development Representative (SDR) will play a crucial role in driving the growth of our sales pipeline. This desk-based position is ideal for a recent graduate looking to start their career in sales. The SDR will be responsible for generating leads, qualifying prospects, and supporting the sales team in converting leads into customers.

Key Responsibilities:

- **Lead Generation:** Identify and research potential leads through various channels such as social media, industry events, and online databases.
- **Pipeline Management:** Maintain and update the sales pipeline, ensuring accurate and timely data entry.
- **Prospect Qualification:** Conduct initial outreach to prospects, assess their needs, and qualify them for further engagement by the sales team.
- **Communication:** Engage with prospects through phone calls, emails, and other communication methods to build relationships and set up meetings for the sales team.
- **Collaboration:** Work closely with the Head of Inside Sales and other team members to develop strategies for lead generation and pipeline management.
- **Reporting:** Provide regular updates and reports on lead generation activities and pipeline status to the Head of Inside Sales.
- **Market Research:** Stay informed about industry trends, competitor activities, and market conditions to identify new opportunities for lead generation.

Attributes:

- **Motivation:** Highly motivated and goal-oriented.
- **Resilience:** Ability to handle rejection and persist in the face of challenges.
- **Curiosity:** Eager to learn about the industry, our services, and sales techniques.
- **Team Player:** Ability to work collaboratively with the sales team and other departments.

Qualifications:

- **Skills:** Strong communication and interpersonal skills, ability to work independently and as part of a team, proficiency in using CRM software and other sales tools.
- **Experience:** Previous work experience in sales or marketing is a plus but not essential.
- **Attributes:** Highly motivated, goal-oriented, and eager to learn and grow in a sales career.

Benefits:

- Opportunities for professional development and career advancement.
- Collaborative and supportive work environment.
- Access to industry-leading sales training and resources.