



# Job Description

<b>Job title:</b>	Sales Development Representative	<b>Reports to:</b>	V.P. of Business Development
<b>Date of origin:</b>	Sept 10, 2018	<b>Date of last edit:</b>	October 5, 2018
<b>FSLB Category:</b>	Salary, exempt	<b>Department:</b>	Sales

## Overview

This job will appeal to someone who enjoys connecting with people to solve problems in a wide variety of settings. The ideal candidate for the Sales Development Representative position will have a drive to meet new people, experience with business software, and a commitment to be a part of a winning team. The SDR is responsible for engaging with prospects and existing clients to support the work of the Account Manager(s) and the Technical Project Manager(s). This position requires minimal travel (less than 15%).

## Skills needed for Sales Development Representative

Excellent verbal and written communication skills.
Outgoing, customer-focused team player.
Proven ability to meet deadlines and multi-task.
Detail-oriented, thorough, organized and systematic.
Aptitude for problem solving.
Comfortable with statistics and their application.
Basic understanding of business and manufacturing concepts.
Productivity Software aptitude; Sales automation software experience a plus.
Ability to creatively connect customers' business issues with possible solutions using Hertzler products.
Four year college degree or relevant work experience

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- Partner with Account Manager(s) & Technical Project Manager(s) to strategically build the sales pipeline by identifying potential opportunities.
- Connect with 15 prospects/existing clients per week.
- Prospect for new sales opportunities in the existing Client Relationship Management System.
- Contact and qualify new leads via outbound calling and email.
- Set appointments, conference calls and/or demos with (prospective) clients and Account Manager. Hand off leads accordingly.
- Interact with internal CRM software to create, maintain entries and update information related to sales activities.
- Own Hertzler product fulfilment process for new sales, additional software seats and updates.
- Learn how customers use Hertzler products in real-world applications and be able to relate those stories in future opportunities.
- Learn Hertzler Systems software products for demonstration purposes.

## **Career Path**

- The Sales Development Representative has an opportunity to grow into different positions with Hertzler Systems. Potential career paths might include Account Management, Technical Project Management or Technical Sales Support.

## **Success looks like**

- Being an integral member of the Sales and Marketing Team.
- Maintaining the sales team pipeline with qualified leads to help drive sales growth.
- Relating Hertzler Systems client success stories to new opportunities.
- Engaging current clients to meet their needs, whatever those may be (checkups, eLearning, etc.).
- Getting details right. We deal with corporate customers and their buying processes where accuracy is vital.
- Skillfully communicating via phone or video conferences.

## **Company Culture and Management style**

- Our Values
  - Make customers wildly successful
  - Embrace and lead change
  - Build strength on strength
  - Work hard, have fun
  - Be direct, honest, & consistent
  - Be humble
- Hertzler Systems culture and management approach is influenced by Dynamic Governance (Sociocracy), which operates using three basic tenets: equivalence, transparency, and effectiveness. All employees are involved in teams where the work of Dynamic Governance happens.
- Hertzler team members actively participate in collaborative decision-making on matters they have a stake in.