

Purpose

The Sales Development Representative is responsible for the prospecting of qualified promotional product businesses to become new AIA affiliates, referred to internally as “Owners.” Goals are met by developing and cultivating an organized pipeline of qualified prospects and by working closely with Account Executive team members to bring those prospects into the AIA community.

Responsibilities

Prospecting

- Proactively seek and pursue qualified Owner candidates in target markets throughout the country
- Responsible for researching assigned markets to identify potential prospects, initiating contact with prospects through cold calls, emails, and social media.
- Responsible for identifying which prospects are qualified as potential AIA Owners and should advance in the sales process.
- Responsible for building a relationship with the prospect, generating the prospect’s interest and smoothly coordinating the next step in the sales process with both the Account Executive and the prospect.
- Document all prospecting and follow up activities consistently and thoroughly via a defined Salesforce process
- Keep all prospect data current within Salesforce, including detailed notes about the prospects current business model and insights regarding “pain points” that align to current AIA service offerings.
- Participate in and attend key industry events as assigned

Qualifications

Education/Experience:

- Bachelor’s degree in Business or equivalent experience
- Two or more years proven SDR or telemarketing/outbound phone sales experience required
- Experience using CRM/sales software required. Salesforce preferred
- Experience in the promotional products industry is a plus

Knowledge/Skills/Abilities/Competencies

- Polished and professional communication skills.
- Strong B2B prospecting skills.
- Organized & thorough; Able to reliably provide professional & consistent follow up
- Professional and strong integrity
- Strong relationship skills; able to connect with key decision makers, build relationships.
- Handles rejection well; self-confident
- Fast learner who can adapt to change
- Team player that is respectful of others
- Impactful player, competitive, passionate
- Ability to prioritize, strong time management and organizational skills

Exemplify AIA core values - Smart, Hungry, Honest, Collaborative, and All In!

Success Measurements

Success is defined within this role by the number of qualified leads successfully transitioned to the Account Executive team and by total Net Service Fee Revenue generated those prospects identified and cultivated by the SDR’s efforts.

Working Conditions

This position may require up to 15% travel, depending upon industry and company trade show event schedules.

Please note this job description is not designed to cover or contain a comprehensive listing of functions or responsibilities that are required of the employee for this job. Functions and responsibilities may change at any time with or without notice.