

Sales Development Representative - Job Description

The Sales Development Representative (SDR) is a highly visible member of the Gesture team, responsible for working with a group of seasoned sales and marketing professionals to generate sales leads, schedule appointments/demo meetings, and qualify leads created by the marketing department. The SDR enthusiastically solicits Gesture products and services to prospective charity partners.

KEY DUTIES & PRIORITIES:

- 1) Source new sales opportunities using lead generation techniques
- 2) Make outbound calls and call on marketing-generated inbound leads
- 3) Contact leads to set up appointments for Account Executives
- 4) Create, organize and track leads using Salesforce.com
- 5) Personalize outbound contact methods to best meet monthly and quarterly qualified leads objectives

RESPONSIBILITIES (Including but not limited to):

- Research, identify, and generate weekly new opportunities via phone and web
- Discipline to maintain high call volumes (minimum 40 outbound calls per day)
- Provide weekly accurate forecasts to the sales organization and the management team
- Communicate with senior executives and key decision makers
- Demonstrate a clear understanding of Gesture and our sales process
- Thrive on change and the ability to take on new sales projects throughout multiple markets

QUALIFICATIONS:

- 1+ year in B2B sales or relevant experience prospecting over the phone/web
- High level of energy, motivation, and commitment to hitting KPI's
- Sales and/or service experience with non-profit clients is a plus

- Exceptionally strong verbal and written communication skills
- Desire to learn, grow and help our non-profit partners succeed
- Must be team focused and extremely organized
- Proficient with the use of computers (Mac based), iPads, new technologies
- Experience using Microsoft Office products (Word, Excel, PowerPoint)
- Experience in non-profit sector, customer service, event management or account management preferred but not required