

Business Development Representative

WHAT YOU'LL BE DOING

The Business Development Representative is responsible for lead nurturing, generating quality leads and appointment setting for Calabrio sales representatives. This position will coordinate ongoing communications and lifecycle of existing Calabrio leads and leverage marketing campaigns/programs and other tactics to generate new focused leads that pinpoint the decision-maker(s), clearly delineate qualification data, and begin a sales process that ends in a sale.

THIS IS WHAT YOUR RESPONSIBILITIES WILL LOOK LIKE

Pre-call planning

- Receive direction and/or participate in planning of direct marketing campaigns to prospects (lists, campaign objectives, call to action, non-call follow up, call objectives, call scripts, alternative decision makers who could be contacted, critical questions to ask, after call follow-up, and CRM updates and workflows)
- Understand critical business functions, benefits and learn new products
- Able to find and understand competitive points of differentiation
- Quickly refocus and adjust to the objectives of different outbound calling campaigns occurring simultaneously
- Supports other calling and data gathering and research efforts as assigned

Establishing rapport

- Establish quick rapport with prospects so that data gathering is both easy and fruitful
- Experiment with opening statements
- Explain products and services and answer questions from prospects
- Establish the real decision maker for a given campaign/application so that salespeople are given proper contact information

Data gathering

- Be adept at asking questions and getting prospects to talk
- Possess the ability to listen more than talk and to ask open-ended questions instead of closed-ended questions
- Be able to detect hot leads and listen for signals from prospects that require expedient follow-up by a salesperson
- Use Calabrio contact relationship management system (CRM) to manage leads

Lead preparation

- Make multiple calls if necessary to individuals within a business to generate a lead and fulfill the objectives of a lead generation campaign
- Output a robust and qualified lead for salespeople after accumulating the proper data
- Precisely communicate opportunity in CRM system
- Work closely with salespeople to coordinate calendars and set firm dates with prospect

Facilitate planning and execution of requirements for ongoing nurturing of all Calabrio leads

- Identify and suggest opportunities for new campaigns
- Identify and suggest opportunities to improve ongoing communication to existing leads
- Other core expectations will be defined by your direct supervisor/manager

IF YOU HAVE THESE SKILLS, CALABRIO IS LOOKING FOR YOU!

- Excellent verbal, written and interpersonal communication skills to interact with team members, senior support personnel, high level personnel and customers
- Ability to work independently and as part of a team
- Excellent troubleshooting and creative problem solving skills, know when to act quickly
- Strong sales aptitude
- Experience with program management and direct marketing
- Must have drive, flexibility, willingness to learn, and sales aptitude
- Ability to adapt to changing priorities
- Pleasant speaking voice
- Excellent customer service skills
- Highly motivated, results oriented
- Competitive zeal
- Requires confidence, persistence, and an outgoing personality
- Ability to learn new software quickly and become a power user
- Ability to articulate needs for process improvements
- Other core competencies will be defined by your direct supervisor/manager

EDUCATION/EXPERIENCE

- B.A. in business management, marketing or equivalent

MENTAL/PHYSICAL REQUIREMENTS

- Ability to sit for long periods of time depending on your position and/or getting up and down through your work shift
- Frequent alpha/numeric keyboarding
- Ability to view a computer for a long period of time

WORKING RELATIONSHIPS

- Report to the Demand Generation Manager
- Work closely with all areas of the company; sales personnel, peer software engineers, group leads and other employees and departments within the company
- Direct work with prospects, customers and partners

COMPANY POLICY/PROCEDURES COMPLIANCE

Follow all company policies and procedures as well as local, state and federal laws concerning employment to include, but not limited to: I-9 information, EEOC, Civil Rights and ADA.

BENEFITS

We value our employees' time and efforts. Our commitment to your success is enhanced by our competitive compensation and extensive benefits package including paid time off, medical, dental, vision and 401k benefits and future growth opportunities within the company. Plus, we work to maintain the best possible environment for our employees, where people can learn and grow with the company. We strive to provide a collaborative, creative environment where each person feels encouraged to contribute to our processes, decisions, planning and culture.

Interested in this opportunity? Follow the link below to apply!

https://workforcenow.adp.com/jobs/apply/posting.html?client=calabrio&jobId=166264&lang=en_US&source=CC3

WHAT IS CALABRIO?

[Calabrio](#) is a customer engagement software company that provides analytic insights to catalyze growth through customer service contact centers. The [Calabrio ONE®](#) software suite empowers everyone in an organization, from contact center agents to the CEO, with easy-to-use tools that provide a better understanding of the customer. Every customer

interaction yields insights that expand customer-consciousness, which is how leading companies now drive growth and long-term corporate prosperity.

Calabrio solutions are built on an intuitive, web-based architecture that positions and accelerates the contact center as an epicenter for customer insight. A pioneer in its industry for more than two decades, Calabrio has been named “Leader” by Gartner in its Magic Quadrant for Customer Engagement Center Workforce Optimization (2015). The company is also a member of the Cisco Solution Partner Program and the Avaya DevConnect program.

Find news and information at www.calabrio.com. Follow [@calabrio](https://twitter.com/calabrio) on Twitter.

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