

Sales Development Representative Job Description

Your job:

As a **Sales Development Representative (SDR)** at Fleet Cost & Care, you will work alongside our Director of Sales and our Director of Marketing to build qualified pipelines of potential customers. This includes prospecting customers by phone, email, LinkedIn or whatever it takes to get them excited and engaged with Fleet Cost & Care! You will not only be responsible for outbound prospecting, but will be expected to be a subject matter expert of all things Fleet Cost & Care (since you will be the face of the company).

Don't worry though, we're not hanging you out there to dry without support! We have tools and training that will help set you up for success and keep you there, including: Industry training, ongoing product training, shadowing opportunities, and more.

This position is based out of our new office in Downtown Chicago. The team here is small now, but is poised to grow quickly. You will be the first new hire on this team which will provide you the opportunity to establish the new position and grow into a role that fits your expertise and career goals, while also fulfilling our needs. Think of it as an opportunity to be a big fish in a little pond, you'll be the only employee in this position to start, rather than one of hundreds of employees with the same job title.

The skills and experience you need are as follows:

- You have some sales and or lead generation experience in a high tech/SaaS company
- You are self-motivated, money-motivated and have a hunter mentality
- Knowledge or experience using Salesforce or another CRM tool
- Knowledge or experience using marketing automation tool a plus (Pardot, HubSpot, or Marketo)
- Account management or customer relationship management experience a plus
- Bachelor's degree strongly preferred

Your responsibilities will include:

- Initiates sales process by qualifying potential leads, conducting targeted emailing and calling campaigns; scheduling appointments.
- Develops sales by making initial presentation; explaining product and service enhancements and additions; introducing new products and services.

- Assists Director of Sales in closing deals by overcoming objections; preparing quotes and contracts.
- Contributes information to sales strategies by evaluating current process and results; identifying needs to be filled; monitoring competitive products; analyzing and relaying prospective customer reactions.
- Assists Director of Marketing in automating sales and marketing campaigns using Pardot and Salesforce
- Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.
- Enhances department and organization reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.
- Locates or proposes potential business deals by contacting potential partners; discovering and exploring opportunities
- Will require some travel to meet customers, prospects and attend tradeshow and industry events

About Fleet Cost & Care (FCC)

Fleet Cost & Care serves businesses of all sizes in the crane & rigging and heavy equipment rental industries. Our software enables companies to improve internal operations by providing a centralized system that simplifies the way information flows through their business. We have two products offered: the NexGen desktop software and the Atom mobile app. Both products are continuously updated and enhanced by our development team, and the person coming into this role will need to be able to keep up with the ever-changing product.