



Job Description

| Position Title | Department | Reports to |
|---|--|----------------|
| Sales Development Representative Team Lead | Sales | VP; Marketing |
| Employment Status | FLSA Status | Effective Date |
| <input type="checkbox"/> Temporary <input checked="" type="checkbox"/> Full-Time <input type="checkbox"/> Part-Time | <input checked="" type="checkbox"/> Non-Exempt <input type="checkbox"/> Exempt | January 2022 |

POSITION SUMMARY

The Sales Development Representative Lead plays a critical role as a player/coach in growing our business. The primary focus of this position is to lead a team of sales development representatives (SDRs) that are responsible for promoting STARC Systems to deliver qualified leads to the sales team. They will sit with the SDR team, be very organized, accountable for the team's success and take responsibility for continuous coaching as well as training of the team. The team lead will align SDR goals and activities with our Go To Market plans to ensure the company achieves growth targets. This role works closely with the sales and marketing teams to maximize pipeline creation and reports to the VP of Marketing.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The essential functions include, but are not limited to the following:

- Model SDR responsibilities as Lead SDR
- Ensure personal metrics and sales objectives met
- Prospect via phone, email, and social media to drive new business (Hunter)
- Creative outbound prospecting within your named accounts
- Leveraging sales tools such as LinkedIn Navigator to network with potential customers
- Achieving and exceeding weekly/monthly metrics (appointments, qualified leads, new contacts, etc.)
- Gain business knowledge through researching how different businesses operate, leadership structures, what their pain points are and challenges they face everyday
- Pipeline organization and collaboration with Account Managers for qualified meetings
- Daily team huddles to celebrate wins and share goals
- Set up meetings with potential clients and listen to their wishes and concerns
- Conducting market research to identify selling possibilities and evaluate customer needs
- Collaborate with Marketing by providing feedback and input on prospect marketing campaigns

MINIMUM QUALIFICATIONS (KNOWLEDGE, SKILLS, AND ABILITIES)

- 4-6 years of sales development experience with proven success leading an SDR team by example
- Thorough understanding and experience leveraging Sales Development strategies and lead generation motion
- Excellent customer-facing skills using written or verbal communication
- Experience in utilizing and managing CRM data (Salesforce) and other sales support technology such as Outreach, LinkedIn Navigator.
- Highly organized around metrics and able to manage time effectively, work independently and be self-motivated to generate pipeline
- Results driven and able to work through rejection

- Demonstrated ability to handle multiple priorities effectively and efficiently
- Passion for training, motivating, and coaching in a fast-growth environment
- Superior written and verbal communication skills
- Strong analytical skills to use data to optimize processes
- BA/BS degree is preferred

PHYSICAL DEMANDS AND WORK ENVIRONMENT

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions.

While performing the duties of this position, the employee is regularly required to talk and hear. The employee frequently is required to use hands or fingers, handle or feel objects, tools, or controls. The employee is occasionally required to stand; walk; sit; and reach with hands and arms. The employee must frequently lift and/or move up to 10-20 pounds. Specific vision abilities required by this position include close vision, distance vision, and the ability to adjust focus. The noise level in the work environment is usually low to moderate.

NOTE

This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbents will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities. This document does not create an employment contract, implied or otherwise, other than an “at will” relationship.

Reviewed with employee by

Signature: _____ **Name (print):** _____

Title: _____ **Date:** _____

Received and accepted by

Signature: _____ **Name (print):** _____

Title: _____ **Date:** _____

STARC Systems is an Equal Opportunity Employer, drug free workplace, and complies with ADA regulations as applicable.