



## **JOB POSITION: Business Development Representative - North America**

Snipp is a fast-growing publicly listed company focused on building cutting-edge promotions, loyalty and shopper marketing technology solutions for brands. We work with some of the largest brands and agencies in North America, EMEA and increasingly internationally.

We're looking for smart, entrepreneurial people who enjoy challenges and working on cutting edge technology – no one will be holding your hand here. In exchange, we promise to pay you fairly, give you flexibility in how/ where you work and present you with lots of challenges so you will never be bored!

### **Position Overview**

We are looking for a qualified, experienced BDR wanting to play hard in a fast paced SaaS environment.

The Business development Representative supports the sales pipeline from Cold Lead to Sales qualified opportunity. The BDR collaborates daily with Sales Rep and marketing to generate and qualify outbound leads and inbound leads, ensure follow-up on marketing events and activities. Must be comfortable making Cold Calls and sending email messaging. The BDR is responsible for lead conversion at top-of-funnel stage, according to defined qualitative and quantitative objectives.

We are looking for a candidate with track record experience and success in Business Development for SaaS companies, with a strong background in promotions marketing and or Loyalty. The candidate should bring a strong business-oriented mindset, be well organized, detail-oriented, proactive and eager to learn, have superior communication skills, and finally be a team player.

### **Responsibilities**

- Identifying selling opportunities for Sales Directors.
- Prospecting, initiating new business
- Performing outbound email and phone prospecting campaigns based on internal and external lists
- Completing and maintaining appropriate information in Zoho and Hubspot
- Investigating potential vertical markets and prospect in these markets
- Coordinating and scheduling sales calls for Sales Directors on assigned market verticals
- Responding to inquiries from sales, management team
- Work closely with sales team to develop and execute on sales strategy
- Researching and sharing thought leadership content
- Other duties as assigned

### **Qualifications**

- Bachelor's degree or equivalent training, plus 1-3 years of relevant quota driven work experience necessary.
- General working knowledge of software as a service (SaaS) sales, preferred but not required.
- High energy, Strong work ethic with a "make it happen" attitude
- Demonstrated self-starter, "hunter" mentality
- Ability to work efficiently in a fast-paced team environment
- Willing and capable to dial a large volume of outbound calls
- Professional and polished demeanor

### **Environmental Job Requirements And Working Conditions**

- This position includes travel to events and conferences
- Fully remote – Will work Eastern time-zone
- All prospective employees must pass a background check.

### **Benefits**

- Full benefits and salary commensurate with experience.



## About Snipp

Snipp is a global loyalty and promotions company with a singular focus: to develop disruptive engagement platforms that generate insights and drive sales. Our solutions include shopper marketing promotions, loyalty, rewards, rebates and data analytics, all of which are seamlessly integrated to provide a one-stop marketing technology platform. We also provide the services and expertise to design, execute and promote client programs. SnippCheck, our receipt processing engine, is the market leader for receipt-based purchase validation; SnippLoyalty is the only unified loyalty solution in the market for CPG brands. Snipp has powered hundreds of programs for Fortune 1000 brands and world-class agencies and partners.

Snipp is headquartered in Vancouver, Canada with a presence across the United States, Canada, Ireland, Europe, and India. The company is publicly listed on the Toronto Stock Venture Exchange (TSX-V) in Canada and is also quoted on the OTC Pink marketplace under the symbol SNIPF.

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