

Business Development Representative – Toronto, CA

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

Summary Description

The BDR position focuses on generating new meetings and opportunities for the sales team from targeted accounts leveraging multiple outreach channels including email, LinkedIn and phone calls. BDR's will work in collaboration with sales, marketing & account management to develop outreach campaigns targeting key contacts in order to secure meetings. Qualified meetings will be passed off to the appropriate sales rep who will advance the opportunity while BDR's reignite the hunting process in search of additional net new meetings.

The role will report directly to the Business Development Manager while also working within an assigned team to include Account Executive & Account Manager that will have a reporting Team Lead as well.

Responsibilities

- Develop account penetration strategy with assigned sales rep
- Craft multiple touchpoint content strategy for target contacts and roles
- Prospect new contacts & manage Salesforce database for each account
- Coordinate meetings to fit within both prospect & sales reps availability
- Take part in sales pitches and consistently improve your own pitching ability
- Constantly evolve knowledge of Snipp product portfolio
- Achieve weekly, monthly & quarterly performance metrics

Requirements

- College diploma or Marketing degree in business, marketing or related area
- 1-2 years sales & marketing experience preferred, or are a hungry new grad looking to kick start their sales career
- Previous experience with Salesforce CRM
- Strong writing & presentation skills
- Ability to stay motivated on a daily basis while pacing weekly, monthly & quarterly metrics
- Demonstrates strong organizational skills to plan out multi-pronged penetration strategies across multiple large Fortune 500 accounts

Success Metrics

- Weekly activity targets
- Monthly meetings targets
- Quarterly proposals delivered quota
- Net new contacts added to database
- Marketing-led projects successfully completed
- Closed won business initiated by BDR

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