

SALES DEVELOPMENT SPECIALIST
BUSINESS DEVELOPMENT SOLUTIONS

SUMMARY OF POSITION:

The Sales Development Representative seeks new business opportunities by contacting and developing relationships with potential customers. The Sales Development Representative is technically savvy and a user of salesforce.com or similar CRM system. All sales development prospect and stakeholder data and activities must be input into salesforce.com.

The Specialist is responsible for bringing in qualified leads and establishing initial contact with supplier and property management prospects, but is not directly responsible for closing deals. Responsibilities include assessing and qualifying new prospects from inbound leads generated by the NAA marketing department, NAA Lease, Sales and other sources working under daily call, presentation booked and completed KPIs: striving to exceed those goals, booking and introducing presentations for our Sales Account Management team, building a pipeline of leads and following up on any missed presentations with the goal to reschedule.

The Sales Development Specialist should have experience researching and cultivating leads from a variety of sources such as marketing campaigns, social media, etc. as well as initiating contact through email and outbound telephone calls for sales qualification. Incumbent must be an excellent communicator and adept at developing strong relationships with customers, from first contact through hand-off to Sales Account Managers for sales closure. Must be motivated and results-driven, and enjoy working in a team environment.

Ultimately, the Sales Development Representative will boost sales and contribute to NAA long-term business growth.

Principal Accountabilities include:

- Utilize external lists and data sources to identify potential clients
- Research, Identify, and prospect for new clients, utilizing external sources as well as qualify leads from marketing campaigns as sales opportunities and add prospects to sales pipeline
- Contact prospects through cold calls (ability to make 60-80 calls per day) and emails
- Building a qualified pipeline of opportunities in salesforce.com through cold calls, marketing qualified leads, targeted warm account prospection and conversion of inbound leads
- Present NAA to potential clients, identify client needs and suggest appropriate products/services
- Build long-term trusting relationships with clients
- Continually and proactively seek out new sales and market opportunities
- Set up meetings or calls between prospective clients and Sales Account Managers
- Report on lead and prospect progress and results using salesforce.com on weekly basis
- Stay up-to-date with new products/services and new pricing/payment plans
- Deliver engaging presentations

POSITION QUALIFICATIONS

Required

- 0-2 years of sales and/or business development experience, preferably in the multi-family housing industry (property management or supplier) and/or association membership organization.
- Hands-on experience with multiple sales techniques (including cold calls)
- Ability to work with CRM software (e.g. Salesforce)
- Familiarity with MS Excel (analyzing spreadsheets and charts)
- Strong communication and negotiation and interpersonal skills, with aptitude in building relationships with professionals of all organizational levels
- Strong problem-solving ability
- Highly self-motivated
- Excellent organizational skills and team player with ability multi-task in a team environment
- Outgoing personality
- Ability to work independently
- BS/BA in business administration, Marketing or related field, sales or relevant field experience

Preferred

- Operational knowledge of the multi-family industry

Other

- Participate in interdepartmental working groups regularly
- Perform other duties as assigned

Resume, cover letter and salary history/requirements must be submitted to be considered. Please send to Resumes@naahq.org. No phone calls, please. EOE M/F/H/V