



## **Business Development Representative (BDR)**

### **The Company**

Impulse Point is a privately-held company addressing the challenges of managing network access policies and endpoint security within large infrastructures. SafeConnect is the most flexible Network Access Control (NAC) solution available and offers an easy to implement and support endpoint policy management system. It seamlessly connects into existing multi-vendor network infrastructures while providing the flexibility to adhere to each organization's unique computing policy philosophies. SafeConnect's unique architecture provides a true out-of-line NAC solution that is vendor-independent, scalable, and flexible to meet your growth needs – resulting in reduced time, expense, and risk.

### **Job Description:**

The Business Development Representative (BDR) position is team contributor role that works in concert with the Regional Sales Managers (RSM) and Territory Sales Managers (TSM). The BDR is paired with the RSM/TSM's in territory with the mutual objective of achieving the assigned sales objectives.

The general duties of the BDR position include:

- Develop new sales opportunities which involves
  - Calling on new prospects to generate interest/demand
  - Secure meetings/appointments for RSM/TSM's
  - Pulling reseller partners into qualified sales opportunities
  - Attend occasional trade shows in the territory
  
- Enable Sales progression. This specifically involves working with RSM/TSM's to:
  - Assistance with pricing quotes and product configurations
  - Providing product function/benefits in collateral and customized presentations to assist progression of opportunities
  - Teaming with RSM/TSM's on tactics to improve sales revenue

Reporting to the Vice President of Sales, the BDR will be involved throughout the sales process of identify targets, contacting prospects, creating and progressing opportunities. This role requires working closing with the RSM/TSM's. To be successful the BDR will need to effectively coordinate as a team all activities and communications with the RSM/TSM's.

The BDR will be required to make calls to targets and prospects. The calling activity is to introduce Impulse/SafeConnect to the market, create interest and move the target/prospect along in the early stages of the sales process. The performance of the BDR in position will be judged (in part) based on the volume of calls, the number of appointments secured and the subsequent revenues generated from the calling activities.

The position does require gaining a thorough understanding of the SafeConnect product, the customer environments, competing and related technology and ability to effectively present our value proposition to prospects.

**Responsibilities:**

- To successfully identify sales targets and prospects
- To identify/respond to leads and progress opportunities
- To effectively provide accurate and timely quotes in conjunction with the TSM/RSM
- To team closely with the RSM/TSM and progress sales opportunities
- To create sales opportunities where they do not currently exist
- To complete a volume of calls to prospects and partners (in the territory) on regular daily basis
- To successfully communicate/position/sell our value proposition to prospects
- To secure an assigned number of sales appointments (webinars, in person meetings, event participation,etc)
- Responsible for documenting all call activities in CRM system
- Responsible for working directly with prospects and reseller partners
- Provide feedback on market trends and competitive activities

**Skills and Experience:**

- Previous role in technology sales
- Working knowledge security software and networking technologies
- Strong communication, interpersonal and organizational skills
- Effective at telephone communications
- Ability to work within a team as well as independently
- Comfortable/effective making sales cold calls
- Ability to learned and use the company's CRM system
- Self-motivated

**Highly Desired:**

- Previous experienced selling security software
- Working knowledge of network infrastructure and technologies
- Experience selling in Education markets

**Requirements**

- Bachelor degree
- Prior sales experience
- Ability/willingness to make daily volume of calls
- Strong communication and customer relationship skills

**Success Criteria**

- Achieve results with assigned targets in calls, events/campaigns and revenue
- To be professionally persistent
- Able to overcome objectives
- To have good listening skills
- Team working ability – collaboration

- Ability to build credibility with prospects quickly
- Appreciation and understanding for sales process and activity prioritization
- Honest and trustworthy
- Ability to work in fast pace environment with multiple priorities
- Ability work virtually and independently
- Able to work within in a small company environment

Impulse Point offers a highly competitive compensation package and the professional advantage of an environment that recognizes your contributions and supports continued personal development. Impulse Point offers a comprehensive benefits package which includes Medical / Dental / Vision Insurance Plan options, Flexible Spending Accounts, Health Savings Accounts, 401K Retirement Plan, Life Insurance, Equity Participation, Vacation, Sick and Holiday Paid Time Off, and Tuition Reimbursement. Impulse Point is an Equal Opportunity Employer.