



Effective January 1, 2022

JOB DESCRIPTION

JOB TITLE: Sales Development Representative
DEPARTMENT: Sales
REPORTS TO: Ryan Landes, VP Sales Strategy & Operations
FLSA STATUS: Non-Exempt

JOB SUMMARY: Working with VP of Sales Strategy and Operations, Enseo's Sales Development Representative (SDR) is responsible for generating new sales leads for the entire Enseo sales team.

SUPERVISES: N/A

ESSENTIAL JOB DUTIES AND RESPONSIBILITIES:

- Communicate with customers to explain specific offers as defined by sales management
- Listen actively for customers to understand objections and road blocks
- Help write and send new emails customized to customers based on offers
- Help write and execute call scripts customized to customers based on offers
- Create new leads by setting appointments directly with sales team members
- Search internet tools for new lead possibilities and create lead lists
- Update and save lead notes in CRM
- Gain full understanding of Enseo products and services
- Attend trade shows and discuss Enseo products
- Performs other duties as assigned

REQUIRED SKILLS/ABILITIES:

- PC literacy with strong competency in all Microsoft Office Suite programs
- Ability to pursue leads via calls and emails
- Ability to function well in a high-paced and at times stressful environment
- Ability to use independent judgment in resolving various issues
- Ability to collaborate with team members and other departments
- Persistence to keep working to keep calling/emailing potential leads
- Excellent active listening skills
- Excellent verbal and written communication skills
- Organization of time to meet deadlines

EDUCATION AND EXPERIENCE:

Education: Bachelor's degree in sales, communications or related field

Experience: 1-3 years of experience in inside sales

Knowledge:

- Understanding of inside sales methodologies



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- Experience with technology solution sales
- Experience in the hospitality industry or Senior Living technology
- Knowledge of hotel processes and technology
- Knowledge of hotel brands (like Marriott, Hilton, etc.)

PHYSICAL REQUIREMENTS:

Working Conditions: This is a full-time office environment position. Occasional travel is required.

Physical Activities: Occasional standing, stooping, and lifting up to 15 pounds

Physical Demands: Prolonged periods of sitting at a desk, working on a computer, and speaking on a telephone. Frequent repetitive motions.

NOTE: This job description is not an employment agreement or contract. This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.