



Job Description

Title:	Sales Development Rep EMEA		
Prepared by: Jamie Adkin		Date: January 2017	
Location:	Bar Hill, Cambridge, UK		
Purpose of Role:	To generate & develop sales pipeline opportunities within Adder's key target markets across EMEA.		
Dimensions of Role:	<p>Identify & research target accounts for Adder's range of High Performance KVM solutions in collaboration with Business Development Managers (BDM's).</p> <p>Carry out high quality prospecting of senior executives via telephone, e-mail & social platforms (such as LinkedIn) to generate new sales opportunities.</p> <p>Manage & maintain a pipeline of prospects & sales opportunities.</p> <p>Collaborate with marketing to execute prospecting activities & promotion around new product launches, events and initiatives.</p> <p>Qualify & progress new sales opportunities by following up on leads generated through marketing events & campaigns.</p> <p>Ensure that all quotations and partner referrals are followed through to purchase order.</p> <p>Understand customer needs to correctly specify products from Adder's range of KVM/AV products.</p> <p>Host face-to-face customer meetings and visiting reseller sales floors.</p>		
Key Accountabilities:	% of time	Accountability:	Measure of Success:
	50	Outbound prospecting activity	Number of appointments, demonstrations & opportunities booked per month.
	30	Opportunity development	Number of closed opportunities per month
	20	Follow ups from incoming leads generated via exhibitions & marketing campaigns.	Number of new opportunities created per month.
Reporting Relationships:	Reports to the VP Sales EMEA		



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Key Relationships:	<p>Primary external relationships are with prospective end users, systems integrators & Adder channel partners.</p> <p>Primary internal relationships are with BDMs, Territory Managers & Marketing.</p>
Key Challenges:	<p>To identify & research target accounts & personnel to effectively carry out prospecting activities that generates a pipeline of sales opportunities.</p> <p>To understand and communicate the value of Adder's High Performance KVM and AV solutions in order to generate prospect interest.</p> <p>To ensure the maximum benefit is gained from all marketing activity by following up leads quickly and efficiently.</p> <p>To build strong working relationships with Adder BDM's, Territory Managers & Marketing team.</p>
Person Specification:	<p>The ideal candidate will have a strong desire to succeed in technology sales and advance to field sales roles.</p> <p>They will have 2 years' experience working in a B2B telephone sales environment.</p> <p>They can gain the prospects attention through unique & insightful contact using telephone, e-mail & other communication tools.</p> <p>They demonstrate the confidence, persistence & curiosity required for sales development.</p> <p>They must be extremely organised and capable of prioritising/managing their time effectively.</p> <p>They fully utilise CRM and other technology tools to maximise their effectiveness.</p> <p>A positive team player with excellent communication skills & telephone presence.</p> <p>This person must be self-motivated, being able to work on their own, willing to stretch beyond office hours from time to time.</p> <p>Speaking a second European language would be a huge advantage.</p>
Remuneration	<p>£22,000 - £25,000 salary with £5,000 commission for on target achievement.</p>