



# BUSINESS DEVELOPMENT REPRESENTATIVE

## General Job Description

Business Development Representative (BDR) will focus on outreach/prospecting, lead qualification, and sales. BDRs main function is connecting with as many quality leads as possible, determining whether they would be a good prospective client, and converting these into clients. They are responsible for closing deals and developing new opportunities with customers. BDRs must demonstrate a strong knowledge of University CoWork's three offerings ([Chicago Office](#), [Virtual Mail](#), and [Virtual Accelerator](#)), product features, customer personas, and policies.

## Duties And Responsibilities

- Identify promising prospects through lists, cold-calling, customer referrals, social media, and other means.
- Reach out to leads and identify opportunities.
- Schedule and lead virtual meetings; demonstrate product; aim to close the deal and convert them into a client.
- Listen, educate, answer questions, and send resources to prospects as necessary to influence their decision.
- Become proficient in understanding the prospects' needs and articulate key value propositions.
- Collaborate with prospect to develop the right solution to fit their needs and business objectives.
- Prepares offers/proposals based on customer needs. Assist with sign-up or application process.
- Ensure that all sales administration and customer service activities run professionally and smoothly.
- Provide exceptional customer service to make our customers' experiences easy, insightful, and trusted.
- Maintain accurate records of leads, activities with leads, and correspondences with customers in our CRM.

## Requirements And Qualifications

- Excellent English communication skills, both speaking and writing.
- Proven experience in a sales position.
- Exceptionally effective communication, negotiation, and interpersonal skills.
- Results-oriented, proactive work ethic, strong problem-solving and analytical skills.
- Good time-management and negotiation skills.
- A BA degree in Business Administration, Communications, Economics, or related field is preferred.

## Key Performance Indicators

- Number of unique, new clients generated (goal: 1-3/day)
- Number of prospects contacted (outbound; email and phone call) per week
- Number of Virtual Meetings (demonstrations/presentations) conducted
- Prospect -> Virtual Meeting -> Client conversion rates
- Response time (call/email/message -> reply) and average sales cycle length
- Prospect satisfaction (survey)