

Job Description		Procedure No.	xxx.JD.xxx
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		Owner/Approver	KRK

Sales Development Representative (SDR)

DEPARTMENT: Sales

ACCOUNTABLE TO: Sales Manager

JOB SUMMARY

The Sales Development Representatives (SDR) are responsible for outbound sales prospecting. Rather than trying to close deals, their work revolves around generating and qualifying new leads—and moving the leads through the sales pipeline, until they are ready to talk to an RSM. This two-step system enables the RSMs to focus more of their time on closing deals, rather than finding new leads, getting past gatekeepers, and other prospecting-related tasks.

Equipped with well-researched information about target prospects and your company, SDRs will build a solid understanding of the industry and sales process to spark meaningful conversations. As a result, they will spend much of their time reaching out to potential clients through the early stages of the sales funnel, either preparing prospects to speak with a closer or screening their true intention to buy.

RESPONSIBILITIES/DAILY TASKS

- Utilize CRM, cold calling, and email to generate new sales opportunities.
- Identify prospect's needs and suggest appropriate products/services.
- Build long-term trusting relationships with prospects to qualify leads as sales opportunities.
- Understand all applicable regulatory environments.
- Demonstrate proficiency in discussing technical aspects of how products and systems work with clients.
- Actively work with Engineering to create solutions in support of sales to clients.
- Create and deliver budgetary proposals.
- Report to sales manager with weekly, monthly, and quarterly results.
- Responsible for safely performing duties and promoting safety to others in accordance with Newterra's safety policies and procedures. This includes reporting all safety concerns, near-misses, and incidents to their Manager.
- Adhere to the company processes as detailed in Newterra's Business Management System (BMS) and bring forward ideas for continuous improvement.
- Responsible for completing all assigned training applicable to your position in the applicable timeframe.
- Complete all responsibilities while ensuring adherence to Newterra's Delegation of Authority.

QUALIFICATIONS

- Bachelor's degree or at least 3 years of relevant work experience.
- 2+ years of sales or research experience.
- Strong communication skills via phone and email.
- Strong research skills and ability to convert research into actionable activities.
- Used to working in teams and creating a fun team-selling environment.
- Proven creative problem-solving approach and strong analytical skills.
- Strong desire and ability to move up within a sales organization.

NOTE 1: This is a CONTROLLED Document as are all quality system files on the server. Any documents appearing in paper form are not controlled and should be checked against the Business Management System located on the server for the latest revision.

Printed copies are for reference only.

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PHYSICAL REQUIREMENTS

- Periods standing and sitting at a desk working on a computer.
- Travel by air and auto.
- Able to lift 15 pounds at times.
- Valid driver's license

OTHER DUTIES

Please note this job description is not designed to cover or contain a comprehensive listing of duties, responsibilities, or activities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

HISTORY

Rev	DD/MM/YY	Description	Approved By
0	6/28/21	Initial release	KRK