

Business Development Representative



Reports To: VP of Sales

Department: Sales

Job Summary:

Range Marketing is a privately-held digital marketing company headquartered in downtown Buffalo, NY. At Range, our primary focus is on helping companies get found. We achieve this by utilizing the highest standards in website design, website development, and search engine optimization, and building a strong team to back it all up. Our team members work hard, are awesome at their jobs, encourage growth, are good neighbors to each other and our clients, and have fun in everything they do.

To that end, we're looking for a new Business Development Representative to join our growing team! In this role, you'll be responsible for leading and administering the sale of Range Marketing's cutting-edge digital marketing services, including website design, search engine optimization, backlinking, and additional ancillary products. The planning, implementation, and execution of all phases of the sales cycle are essential components for success in this role.

If you're a good fit, you're looking for a rewarding career with a dynamic company, ready to utilize our effective and proven sales process, have a strong attention to detail regarding targeted markets, and are a strong self-starter. You must also enjoy building lasting and rewarding relationships with clients and coworkers, have strong written and verbal communication skills, and be hungry for success. This will be a full-time position with benefits and opportunities for growth.

Your responsibilities may include:

- Handling of all prospect/customer lifecycle phases, from prospecting to initial discovery, through SOW/Proposal development, closing, and client onboarding.
- Using knowledge of ideal archetypes matched with the experience needed to build your own book of business and sales pipeline.
- Utilizing the proven Range Marketing selling process and learning techniques to overcome objections, gain access to key Decision Makers, and move opportunities from leads to prospects while building pipelines for the future.
- Demonstrating an effective prospecting discipline and experience that includes phone, email, social media, and prospecting in our CRM.
- Obtaining profitable SEO revenue through your sales results by developing great client and prospect rapport via your strong sales and interpersonal skills.
- Meeting agreed targets and sales metrics per month, per quarter, and per year.
- Contributing and reporting personal sales metrics in the weekly sales team meetings.
- Ensuring correct usage of social media and other marketing and sales tools/programs to build your pipeline.
- Administration & Planning:
 - Managing the sales administration functions in the role, which includes opportunity/deal tracking using HubSpot CRM for smooth flow of deals to client approval and PO.
 - Weekly reporting of personal sales metrics, reports, and communications involving personal activities and actions needed to drive sales per month.
 - Completion of Range Sales OnBoarding Plan, 30-60-90 Plan, and then developing an

annual sales plan that speaks to how you will successfully accomplish your monthly/annual goals.

To be considered for this position, you'll need:

- 2-3 years of relevant sales experience, preferably in the Marketing or Advertising field
- The ability to promote, communicate, and position Range Marketing's offerings to prospects
- Solid verbal and written communication skills, including the ability to read, interpret, and respond to documents and emails efficiently and professionally
- Experience and comfort with presenting
- To be money-motivated and hard-working
- To be a hunter who has built a book of business in a previous role
- Strong prospecting and social media skills
- Understanding of how to qualify a sales opportunity
- Strong computer skills, including Microsoft Suite and Google Suite
- The ability to work both independently and as a positive and dynamic team player
- To display the following skill sets: Initiative, Sales Ability, Core Values, Judgment/Decision-Making/Problem Solving, Teamwork, and the ability to call on key C-Level Decision Makers.

A 4-year degree in Business or related field is preferred but not required. Experience with and/or knowledge of SEO, internet marketing, and web development is preferred but not required.

Range Marketing is a growing company, so our team members have plenty of opportunities to make an impact in all areas of the business. You must be based in the Western New York area to be considered for the role.

Job Type: Full-time

Salary: From \$50,000.00 per year

Benefits:

- 401(k)
- 401(k) matching
- Dental insurance
- Health insurance
- Paid time off

Schedule:

- Monday to Friday

Supplemental pay types:

- Bonus pay
- Commission pay