

Business Development Representative



Phone :

Web :

Job Summary

Vacancy :

Deadline : Jul 27, 2024

Published : Jun 27, 2024

Employment Status : Hybrid

Experience : Any

Salary :

Gender : Any

Career Level : Any

Qualification :

Job Description

This is an opportunity in the exciting and fast-growing transportation technology industry. You'll join a small and rapidly growing sales team and massively lift the company's growth trajectory.

As a Business Development Representative, you'll be responsible for developing technology solutions with new and existing customers in the public transit as well as the private fleet market. You will acquire a strong understanding of urban mobility challenges faced by transit agencies and fleet operators and articulate how RideCo's on-demand platform can solve their problems. You will use your high energy level, smarts, resourcefulness, and charisma to get qualified prospects excited about on-demand transit and the solutions RideCo provides. As the initial point of contact, you'll play a vital role in shaping prospective customers' impressions of RideCo and laying the foundation for future partnerships. Your success will be measured by the number and engagement level of qualified opportunities generated and the associated revenue potential.

Your day-to-day responsibilities will include:

- **Identify and Research:** In collaboration with Marketing and the Account Executives, identify public transit agencies and private fleet operators that are prime candidates for on-demand transit software. Research and map key stakeholders at these prospects and then formulate an outreach strategy as part of an overall GTM strategy.
- **Develop Messaging:** Create engaging emails, LinkedIn, and phone content and analyze/tweak them constantly to increase ROI for each touchpoint.
- **Prospect and Qualify:** Create a great first impression on high-quality prospects through various channels including email, phone, LinkedIn, and industry tradeshows. Maintain active engagement with new and existing leads through creative and personalized follow-ups. Respond to inbound leads. Qualify engaged prospects with clarity on budget, timeline, and need and book qualified demos and related engagements to fill and constantly expand the sales funnel.
- **Collaborate:** Engage with co-workers in the Marketing, Solutions Engineering, Account Executive, Product, and Operations teams to address prospects' initial questions and objections. Collect insights or concerns from the market with respect to the competitive landscape and the buying cycle of a public transit agency. Document your activities on the CRM system.

Preferred qualifications and experience:

- Proven track record in business development/sales in one or more of the following: enterprise software, SaaS, public transit, transportation services, management consulting
- High Energy and personable with a positive attitude and a competitive spirit that will thrive in a fast-paced environment
- Strong attention to detail with the ability to convey a compelling story via your excellent written and verbal communication skills
- Proficient in using SalesForce CRM and HubSpot software
- Organized with the ability to multitask, prioritize and manage time efficiently
- 3 - 5 years of industry experience
- Willing to travel, as needed
- Education: Degree in business/marketing/economics or related discipline.
- Location: Based in Waterloo, Ontario

Compensation and Benefits:

- **Base Salary:** \$60K - \$80K + performance-based bonus + stock options
- **Work-Life Balance & Additional Perks:** Flex-time work schedules, vacation time, catered lunches, social events, casual dress code
- **Benefits Plan:** Medical, dental, prescription, life/health spending accounts and more
- **Work Environment:** Located in KW's most desirable work space in the heart of Uptown Waterloo
- **Commuter Program:** Complimentary rides to and from work in Waterloo Region

Who we are:

<http://www.rideco.com>

RideCo powers on-demand transit. Public transit agencies and fleet operators use RideCo's cloud-based software platform to provide on-demand shared rides in dynamically routed buses and vans. RideCo is growing rapidly, and it is the most adopted cloud-based on-demand transit software among the ten largest cities in the United States. Our marquee clients include Philadelphia's SEPTA, Los Angeles Metro, San Antonio Metro, and Houston Metro.

RideCo's software powers a diverse range of use cases, including paratransit, residential/ suburban travel; first-mile-last-mile connections for transit hubs; and corporate employee transportation. The success of these services is supported by the industry's best customer service, including a 95% plus customer retention rate. We are investing to scale up and capture the growing demand for on-demand shared rides solutions.

RideCo is proud to be an equal-opportunity employer. We hire the best talent and strive to build a meritocratic culture. In accordance with the Accessibility for Ontarians with Disabilities Act, accommodations are available upon request for candidates taking part in all aspects of the selection process. If you require special accommodation to complete any portion of the application or interview process, please mention this in your application. #Li-Hybrid

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
