

**Business Development
Representative**

jobs@synergy1cc.com
Phone : 9898754784
Web : <https://synergy1cc.com/>

Job Summary



Vacancy :

Deadline : Apr 12, 2024

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Employment Status : Full Time

Experience : Any

Salary :

Gender : Any

Career Level : Any

Qualification :

Job Description

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Viafoura is a leading digital experience company. Our platform is used by over 800 global media and consumer brands to engage, convert and monetize their digital audiences. Our powerful engagement and moderation solutions build active, civil and loyal communities for our partners, driving higher registration and subscription rates. From our platform, we gather and analyze rich data, which our partners then use to gain valuable insights into their audience's behaviours and preferences, allowing brands to create targeted content and advertising strategies. On a monthly basis, over 740 million users interact with our solutions, and visit over 2 billion pages across our network. Right now, we're at a unique stage that will give our team and those who join us a chance to put their mark on everything we build. We have major traction, big clients, and an amazing team to support us on the journey.

The Opportunity

As our new Business Development Representative, you will seek net new business opportunities through outbound prospecting efforts. Reporting to the Business Development Manager, you will work closely with our teams in Marketing, Client Success, and Product to understand the capabilities of our solutions, so that you can deliver our value proposition to prospects and qualify our leads. If you're looking to join an industry with substantial opportunity and grow your career in SaaS, keep on reading.

Our new Business Development Representative will

- Conduct high-volume prospecting and outbound activities (email, phone, social) to source and qualify leads
- Conduct needs qualification calls with specific prospects as assigned
- Manage lead generation efforts on a monthly/quarterly/annual basis
- Work with the Sales team to develop and implement an appropriate prospect and account plan
- Collaborate with the Marketing team to follow up on events, conferences, and any inbound leads to generate SQLs

As our new Business Development Representative, you have

- Excellent written and verbal communication skills
- The ability and desire to work in a fast-paced challenging environment
- The desire to meet and exceed measurable performance goals
- Naturally curious and passionate
- The technical aptitude to master Viafoura's offering
- A keenly developed competitive nature
- A highly self-driven sense of motivation
- Superior attention to detail
- The ability to deal with objections

Some Nice-to-Have's, include:

- 2+ B2B SaaS sales experience in which you demonstrated the ability to meet or exceed quotas
- A track record of high achievement in B2B prospecting and/or selling
- Proficiency in a CRM system (preferably salesforce.com) and other sales tools (Gong, LinkedIn Sales Navigator, SalesLoft, etc.)
- Knowledge of the media industry is preferred

Applicants must be authorized to work in Canada.

What can you expect when you work with Viafoura?

We are committed to fostering an inclusive, diverse, and equitable workplace that is built on trust and support. We know that inclusiveness and belonging make for the best problem-solving and creative thinking. At the end of the day, we want each person here to feel valued and respected with opportunities to realize his/her/their potential.

This is us:

- **Challenging Work.** We face unique challenges and need a creative and innovative team to help us make a big impact.
- **Remote Environment.** We're a remote-friendly team. For us, it's not about where you work, it's about what you deliver.
- **Choice of Technology.** Mac, Linux, PC. You pick.
- **Health & Wellbeing Support.** Health benefits with family coverage, and a flexible Health Spending Account.
- **Mental Health Partnership.** Access to virtual mental health support and professional counselling through our mental health partnership with Inkblot.

We are dedicated to adding new perspectives to our team and encourage you to apply if your experience is close to what we are looking for. Tell us your story!

Need accommodations? Just let us know. Viafoura is committed to providing reasonable accommodations as required, and will work with you to meet your needs.

Education & Experience

Must Have

Sales Experience, SaaS, Salesforce, Sales Tools

Educational Requirements

Compensation & Other Benefits
