

# Sales Development Representative



Phone :

Web :

## Job Summary

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Vacancy :

Deadline : Jun 30, 2024

Published : May 30, 2024

Employment Status : Full Time

Experience : Any

Salary :

Gender : Any

Career Level : Any

Qualification :

## Job Description

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Since its inception in 2013, Aimsio has revolutionized the way heavy industrial companies enhance revenue from field operations, streamlining communication between remote sites and corporate headquarters. As a dynamic B2B SaaS firm with about 40 innovative team members, we are on the brink of transforming an industry ripe for digital innovation. We're set to elevate the industrial market to another level and invite you to level up with us!

### Launch or extend your software sales career with us.

The Sales Development Representative (SDR) role is very important at Aimsio. Our SDRs are responsible for sourcing new customer prospects while also being the face of Aimsio in many ways. They play a crucial role in identifying potential opportunities and nurturing leads, ensuring a seamless transition from initial interest to deeper engagement within our ecosystem.

Balance will be required between persistent outbound efforts and occasionally responding to inbound inquiries driven to our website through marketing efforts. Inbound leads are qualified by our SDRs, and during that interaction, they need to be professional, knowledgeable, and open to helping individuals get acquainted with Aimsio. Outbound is where most of the success will be found for an Aimsio SDR, as this is one of the aspects of their day that is truly in their control. Success is measured by completed demos, and meaningful activity will be the driving force to get there.

Aimsio SDRs must be savvy at seeing prospecting opportunities others might miss. They need to be thoughtful and creative in their outreach efforts. Most importantly, a successful SDR must be grounded by a solid understanding of software. They need to be tech-savvy and unafraid of tools such as advanced CRM functions or lead sourcing platforms, which can be leveraged to their advantage. The ability to lean into enablement tools and technologies is crucial for reaching the next level.

Our team is diverse in experience and knowledge, which rounds out our collective approach to the market. Success will mean working closely with each member of the team while complementing our efforts with a fresh perspective and set of eyes. We embrace novelty and change and are looking for someone who will help us reach new heights.

### Responsibilities: how will you make a contribution?

- Maximize HubSpot every day to manage the company, contact, and deal records that you own.
- Research and identify prospects in the market that match our Ideal Customer Profile (ICP).
- Prospect ICPs ranging from small/medium businesses to enterprise-level organizations in the heavy industrial construction and energy space.
- Build rapport with contacts, from Field Managers and Directors of Operations to C-Level executives.
- Execute a combination of established outreach sales cadences along with novel approaches that fuel the top of our sales funnel.
- Conduct discovery phone calls or video calls with prospects.
- Summarize discovery notes and prepare the record for handover to the Account Executive assigned to the demo.
- Book **initial software demonstrations** with our Ideal Customer Profile and occasionally disqualify those who are not aligned with our offering.
- Ensure demos are booked with decision-makers and senior influencers where possible.
- Be a brand ambassador through any and all communication with prospects.
- **Reach weekly KPIs on sales activities (calls, emails, LinkedIn, text, etc.) and demos booked.**
- Openly report any insights gained from prospecting efforts to the team.
- Be tenacious.

### Qualifications: do you have what it takes?

- University or college degree or equivalent relevant experience. A degree in Business or Computer Science is an asset
- Exceptional written and verbal English skills
- Passionate about technology and extremely savvy when it comes to B2B SaaS sales
- Experience as a sales development representative, with a track record of achieving sales quotas
- Demonstrated "Hunter" mentality
- Experience working with CRMs, (HubSpot is a plus)
- Experience cold-calling and cold-emailing
- Capacity to work under pressure in a fast-paced, and ever-changing environment
- Minimum 5 years sales experience; with at least 2 years in B2B software sales

The salary for this position ranges from \$50,000 to \$75,000 annually, depending on experience and qualifications.

### Location

Aimsio is Remote First which means we're flexible about where you live. However, we can currently only consider candidates who are legally able to work for us in Canada. Our "home cities" are Calgary, Toronto, and Vancouver, so if you live elsewhere, at very least you should expect occasional flights to our home cities in the future for team-building events (we can't wait!).

### Compensation: get rewarded

You will receive a competitive base salary and our full health and wellness benefits plan. Our employee benefits include full health and dental; a wellness account; paid sick, WeWork Credits, vacation, and flex days; and a RRSP/TFSA Group Savings plan.

### Equal Employer

At Aimsio, we take pride in fostering a diverse and inclusive workplace where all individuals are valued for their unique perspectives and talents. As an equal employer, we are committed to providing equal opportunities and maintaining an environment free from discrimination or bias. Join our team and contribute to a culture that celebrates diversity and promotes fairness in all aspects of our organization.

**Education & Experience**

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**Must Have**

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**Educational Requirements**

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**Compensation & Other Benefits**

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