



Inside Sales/Business Development Representative

Job Description:

Forthright's Business Development Representative (BDR) is sales position responsible for delivering on Forthright's sales bookings targets. This territory opportunity includes hundreds of "whitespace" new accounts. This individual will be responsible for executing sales strategy, initiating contact with potential customers, demonstrating the capabilities of our business and the selling of our solution. BDRs will work closely with Director of Sales and Marketing in designing and executing field marketing activities. BDR will also support Forthright's Enterprise Sales Managers on strategic account opportunities. Minimum sales experience includes 1-3 years of competitive sales environment experience (like technology staffing); and preferably brings a valuable network of contacts, alliances and relationships.

Duties and Responsibilities:

- Prospecting, qualifying and developing sales opportunities within a defined territory
- Work closely with Director of Sales & Marketing within assigned territory to develop strategy
- Maintain daily call activity of 50-80 calls per day
- Set 3-5 appointments per week
- Develop account penetration strategies and close business
- Communicating Forthright's value proposition based on customer requirements
- Design and Execute field marketing activities to generate leads
- Understanding of Industry trends, product capabilities and competitive information
- Create and maintain accounts in CRM system (Salesforce) and log and track all activity

Requirements:

- Highly organized with superb time management skills
- Excellent communication skills both verbal and written
- Ability to work in fast paced, high tech environments with minimal training
- Knowledge of CRM system (likely Salesforce.com)
- College degree