



## **Sales Business Development Representative – Inside Sales**

**Company:** iPROMOTEu

**Location:** Wayland, MA

**Job Type:** Full-Time

### **About Us:**

iPROMOTEu is one of the largest and most respected distributor organizations in the promotional products industry. And it's all because of our emphasis on helping our Affiliates grow. We believe that promotional products distributors and salespeople spend too much time on non-revenue-generating tasks and not enough time doing what they love to do best — selling and building relationships.

To solve this challenge, we provide valuable resources and top-notch support services to more than 1,100 independent distributors and salespeople — allowing them to grow their businesses quickly and profitably while continuing to operate under their own name and brand. With 20 years behind us and many years ahead, we hope you'll consider becoming a part of our community.

### **Position Summary:**

We are seeking a highly motivated and experienced Inside Sales Representative to join our team. The ideal candidate will have a proven track record of inside sales success. Pre-existing experience in the promotional products industry **or** a demonstrated ability to rapidly acquire industry knowledge is essential. This role primarily focuses on generating new leads and sales opportunities through targeted prospecting efforts and the use of lead generation and inside sales tools such as LinkedIn Sales Navigator, ZoomInfo, and others. Additionally, the role involves conducting video sales calls using platforms like Zoom or Microsoft Teams.

### **In This Role You Will:**

- **Lead Generation:** Utilize lead generation tools and techniques to identify and target potential distributor partners in the promotional products industry.
- **Prospecting:** Research and identify new leads, prospects, and opportunities for business development.
- **Relationship Building:** Develop and maintain relationships with leads, prospects, and potential partners to understand their needs and provide tailored solutions.
- **Creative Outreach:** Send creative and compelling emails to engage with prospects and nurture them through the sales process.

- Sales Pipeline Management: Utilize CRM tools (e.g., HubSpot CRM) to manage your sales pipeline, track leads, and ensure timely follow-ups.
- Targets and Reporting: Set and achieve sales targets, providing regular reporting on your progress to the management team.
- Industry Knowledge: Stay informed about industry trends, competitor activities, and market changes to identify new business opportunities.

### **The Job is Just Right if You Have:**

- Minimum 3 years of inside sales experience, promotional products industry experience is a plus.
- Proven track record in inside sales, lead generation, and business development.
- Proficiency in using lead generation and inside sales tools such as LinkedIn Sales Navigator, ZoomInfo, SalesLoft, or similar platforms.
- Excellent communication and relationship-building skills.
- Proficiency in using CRM software for sales pipeline management.
- Bachelor's degree preferred but not required.

### **What We Can Offer You:**

- A competitive benefits package that includes: Medical and Dental Coverage, Life Insurance, Disability Coverage, Unlimited PTO, Paid Holidays, Flex Plan, and a company-matched 401K Plan.

### *Equal Employment Opportunity*

iPROMOTEu provides equal employment opportunities to all employees and applicants for employment without regard to race, color, national origin, religion, sexual orientation, gender, gender identity or expression, age, veteran status, disability, pregnancy, or conditions related to pregnancy, or genetics. In addition to federal law requirements, iPROMOTEu complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities.

*No agencies, phone calls, or email messages, please! Only qualified candidates will be contacted.*