

Senior BDR Role - Cornerstone

Job Description: BDR – Senior Business Development Representative

About Cornerstone Capabilities

Cornerstone Capabilities is a software and consulting company that has changed the face of pricing analytics & revenue growth management with some of the biggest manufacturers in the Canadian CPG industry. Cornerstone's offering is centered around our world-class software, AI capabilities, and hands-on consultative approach. Our real-world, senior-level experience ensures that we deliver actionable insights, and accelerated profit growth to our clients, that include Nestle, PepsiCo, Campbell's, Kellogg's, Mondelez, Hershey, Dare, Maple Leaf, and more!

About the Position

The Senior Business Development Representative will work with a group of seasoned sales and analytic professionals to generate sales leads, and schedule appointments for the sales team. They will also work with the Sales Team to help move the deals through the sales process and help close. They will also work with Marketing on marketing qualified leads (MQLs). This position is flexible, and we can adapt for the right candidate based on their skills. The ideal candidate is competitive, energetic, passionate and aggressive in their pursuit of excellence.

Responsibilities:

- Generate new leads in prospective accounts
- Contact leads to set up appointments for senior members of the sales team
- Make outbound calls/emails and call on marketing-generated inbound leads
- Meet weekly/monthly/quarterly qualified leads and revenue objectives
- Demonstrate clear understanding of company sales processes
- Work with salesforce to implement prospecting strategies
- Work on rate cards and proposals
- Do data analysis to support sales
- Provide weekly accurate forecasts to the sales organization and executive management

Required Experience:

- 1 to 2 years of lead generation or sales experience
- Excellent interpersonal skills
- High level of energy, motivation, drive, enthusiasm, initiative, commitment and professionalism
- Self-starter with solid organizational and planning skills
- Open minded and a willingness to learn
- Discipline to maintain weekly client contact and meeting scheduling quota
- Competitive and focused on achieving goals
- Bachelor's degree from accredited college or university
- Strong interest in a sales career
- Experience with lead generation software such as Salesloft.com, Outreach.io, or Insidesales.com, or other similar applications

What Cornerstone can offer you:

- Office located in a new development in Vaughan – Hwy 7 & 27
- Competitive base salary & commission program
- Provides strong development opportunities in working directly with company founders (well respected Senior CPG & Telecom professionals)
- Tier 1 client base
- Leading edge technologies
- Work life balance
- Rapid business and career growth potential... We are expanding!