



## BlockApps

### Sales Development Representative

#### Company Overview

BlockApps is an enterprise blockchain company that develops industry applications on our own blockchain platform, STRATO, to enable traceability across enterprise value chains. Our customers include Fortune 500 companies such as Bayer Crop Science (the world's largest seed company), Blockchain for Energy (a consortium of the world's largest energy companies including Repsol, Chevron, ExxonMobil, Schlumberger and more), and the U.S. government. BlockApps has launched several industry initiatives, including TraceHarvest (agribusiness traceability), TraceCarbon (sustainability tracking), and the Enterprise Ethereum Alliance (world's largest open standards blockchain organization). For more information, visit and contact us at [www.blockapps.net](http://www.blockapps.net), or find us on social media via [LinkedIn](#), [YouTube](#) and [Twitter](#).

#### Job Description

The main objective of a **Sales Development Representative** is to utilize emails and phone calls to qualify and disqualify potential opportunities. The Sales Development Representative then set up appointments (calls and/or demos) for Sales Representatives to pursue and ultimately sign the prospect. The KPI (Key-performance-indicator) for this role is how many qualified demos a Sales Development Representative schedules monthly.

The role of a Sales Development Representative is twofold: inbound and outbound. Inbound refers to the potential customers who have engaged with Diligent through marketing activities. Outbound is reaching out to potential customers that have never engaged with the company's product or services, (i.e. cold prospecting).

Individuals in this role will help potential clients understand the boards' products and articulate why it is a good fit for their business and to generate interest in the product. Coming out of these conversations with prospective clients, the Sales Development Representative will help sales by providing them with as much details as possible to pursue the lead.

The secondary objective of a Sales Development Representative is to learn about the sales process, company, product, industry, competitors, customer stories, and compelling events (things that happen in the customer's world that may prompt them to buy) in order to perform at the level of a top notch Sales Development Representative and then move into the sales organization as a Junior Sales Representative, within 12 month. The program is designed to train, develop and accelerate individual paths to sales and success in the program is contingent upon passing certain qualifications to advance.

#### Roles & Responsibilities



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- Absorb the onboarding manual and be ready to start contacting new prospects 5 days from start date.
- Become an expert at using lead generation tools to routinely extract contacts and create accurate and targeted lists of prospects
- Conduct sales development best practices with email, phone, and social drips using SalesLoft Cadence to connect with new prospects.
- Utilize smart, targeted questions to speak knowledgeably with decisions makers such as VPs and Directors
- Skillfully build interest and create opportunities with new prospects
- Coordinate consultations on account executive's calendar and log activities in CRM.
- Exceed quota qualified consultations on second full-time month

#### **Requirements/Skills**

- Bachelor's degree
- 1-3 years of Sales experience or 1-3 years of combined Sales and Sales Development experience
- A fundamental understanding of the sales process (marketing, prospecting, cold calling, sales cycle, handoff to Customer Success)
- Demonstrated ability to articulate unique proposition of the product and obtain product knowledge
- Demonstrated ability to communicate effectively with senior level executives
- Excellent presentation skills both verbally and written
- High energy and positive attitude
- Has achieved results in a competitive and metrics driven environment

**Please send a copy of your resume to [careers@blockapps.net](mailto:careers@blockapps.net) along with the position(s) you are interested in.**



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