



POSTING JOB TITLE: Sales Development Representative (SDR)

COMPANY DESCRIPTION:

GuideSpark is the leader in change communications guiding over 1,000 enterprise customers to business success by changing the hearts and minds of employees. GuideSpark Communicate Cloud™ drives organizational change with communication journeys, targeted experiences that reach, engage and change employee behavior to achieve your critical business goals for Talent Strategies, M&A, and Digital Transformation. Manage, measure and scale your internal communication effectiveness with GuideSpark. <http://www.guidespark.com>

ABOUT GUIDESPARK'S GO TO MARKET TEAM:

Working as part of our Go to Market team, you will play a key role in leading our engagement efforts in target accounts. You will drive the highest quality and velocity of strategic pipeline development, with a focus on mutual business fit, research and consultative discussion to create highly relevant sales opportunities for the Account Executives you work with.

ABOUT YOU:

You have 1-2 years experience in a Sales Development Role, ideally in a start-up environment. Have a strong desire to help build a business and have a desire to learn and improve. You have a competitive spirit that is team oriented and driven to win.

JOB DETAILS:

Responsibilities:

- Design and execute multi-step lead generation campaigns with the goal being to schedule qualified meetings for Account Executives
- Contribute to structured territory and account planning with Account Executives, to ensure focused and well-targeted new customer engagement
- Engage in collaborative account planning with Account Executives, focused on companies of between 1,000 and 50,000+ employees
- Drive targeted outreach to C-level, executive, and HR/Communications program stakeholders within focus accounts
- Perform minor discovery to identify the needs and scale of an opportunity
- Take responsibility for management and follow up of inbound leads and pipeline, ensuring that timely and thorough qualification and planning occurs, and that GuideSpark is well-positioned to pursue the highest value opportunities in the most effective way



GuideSpark

- Strategize with your team in a fast-moving sales and marketing environment
- Orchestrate continued discussions with C-level and executive, program influencers to understand their business needs and to position GuideSpark as the potential value-contributor
- Manage and maintain a pipeline of qualified prospects in Salesforce
- Leverage CRM tools to prospect into different regions and industries
- Consistently map action to stated goals for reporting purposes

Qualifications:

- A desire to continue to learn and succeed in B2B software sales
- Experience with Salesforce and Outreach (Sales Tools) a plus
- A bachelor's degree is strongly preferred
- 1-3 years sales or related market/business experience
- Experience selling into HR and Internal Communications Departments a plus, but not required
- Knowledge of professional selling methodologies is required (MEDDIC preferred)

Skills and Abilities:

- Desire to constantly learn and improve
- Operates with high integrity
- Sales-focused, strategic thinking with a bias towards action
- Track record of exceptional performance and a strong professional trajectory
- Has a competitive Spirit
- Can collaborate and influence in a "win as a team" environment
- Resourceful
- Coachable
- Has drive for results
- Strong business acumen

GuideSpark is an E-Verify and Equal Opportunity Employer