

JOB DESCRIPTION: BUSINESS DEVELOPMENT REPRESENTATIVE (BDR)

ABOUT AIRMATIC COMPRESSOR SYSTEMS

Airmatic Compressor Systems is New Jersey's leading provider of industrial air compressor, vacuum pump and industrial gas system solutions. We provide the most efficient and reliable equipment, sudden and dependable service, and professional air compressor installations. Airmatic Compressor, New Jersey's most established compressed air company, has provided innovative products and energy saving solutions for our customers for over 40 years. We train our staff to listen to our clients' needs and find the right solution to their compressed air, vacuum, and industrial gas applications. Airmatic is a market leader headquartered in Carlstadt, NJ with a team of over 50 professional employees and more than 1000 customers throughout the State of New Jersey. The reason we exist is to be the trusted market leader in compressed air by delivering an excellent experience to our employees and customers.

POSITION DESCRIPTION

The Business Development Position is the "front line" to help grow the business by getting Airmatic Compressor in the door at qualified customers that are a good fit for the value proposition of our company. BDR's effectively and efficiently connect potential customers to the sales team so that the company profits through sales. Additionally, as an integral part of our Marketing Department, our BDR's will be tasked and active participants with performing analysis and campaign assistance to best reach our future customers.

RESPONSIBILITIES

- Develop qualified leads from targeted marketing lists
- Research and identify qualified targets
- Perform data mining to identify potential trends
- Engage and create relationships with prospects via insightful conversation through phone and email to understand the customer's current state and needs
- Qualifies customers based on their interests and viability
 - BDR shall connect qualified leads by setting up an in-person or phone meeting
 - Unqualified leads will be nurtured by BDR until they are qualified or let go
- Support data mapping and data cleansing process
- Prepares status reports on marketing efforts

QUALIFICATIONS

- 1-2 years' experience as an BDR or outbound sales support role
- Strong communication, listening and interpersonal skills
- Excellent level of written and spoken English
- BS/BA degree
- Detailed oriented and organized
- Technical knowledge of data mining and data cleansing
- Effective at interacting and providing customer service to potential customers
- Familiarity with CRM systems, Zoho experience a plus
- Demonstrated proficiency in MS Office & Adobe Suite software
- Proven ability to prioritize multiple projects with short- and long-term deadlines

- Background in data mining and statistics
- Highly analytical and data-driven, decisions must be driven by data without succumbing to over analysis
- Self-starter with an innate desire to win - lots of initiative and ability to work independently on multiple projects in a fast-paced environment

BENEFITS

- Paid Vacation - Up to 4 Weeks with 5 sick days
- 401K plan with company match
- Medical/Dental and Vision coverage
- Long-term Disability coverage
- Life Insurance
- Paid Training