

# EqualLevel

## Sales Development Representative

### Overview

We strive to deliver a relentless customer focus, cross-functional execution excellence, do the right thing and have fun along the way!

Reporting directly to the Director of Inside Sales, the Sales Development Representative (SDR) is a front-line, A-player sales professional who prospect and identifies qualified leads and opportunities for the education vertical. SDRs strategize with their vertical team to define and develop successful market opportunities for Strategic Account Managers (SAMs) to pursue. SDRs are top-of-the-funnel focused to help EqualLevel achieve pipeline growth and revenue goals.

### Principal Responsibilities

- Achieve monthly qualified opportunity creation quotas
- Achieve weekly new discovery call goals
- Build and maintain a pipeline of Sales Qualified Leads (SQLs)
- Take immediate action on Marketing Qualified Leads (MQLs) to meet SLAs
- Perform sales prospecting activities to ensure thorough lead engagement and qualification measures are achieved
- Collaborate with Inside Sales, Field Marketing, and assigned Vertical leads to develop and execute innovative, structured, and targeted campaigns and strategies with specific calls-to-action (CTAs)
- Conduct initial qualification calls with prospects then schedule Discovery Calls for the SAMs
- Record and document all activities in CRM system
- Use appropriate technologies to track communications
- Leverage and utilize market intelligence tools to identify, prioritize and pursue prospective customers
- Research and build targeted prospect lists
- Maintain systems data management, validation and verification relative to verticals, campaigns and operational execution
- Provide amazing prospect and customer experiences

### Position Requirements

- Minimum of 3 years of proven business development and/or sales success
- Strong proficiency in critical sales tools: CRM, Microsoft Office solutions, LinkedIn, etc.
- Working knowledge of marketing automation and intelligence tools
- Demonstrated ability to collaborate with marketing and a distributed sales team
- Aptitude and desire to learn about specific industry challenges, trends, customer pain points, requirements, and correlated value to business needs
- Strong and professional communication skills - written, verbal, presentation
- Capacity to manage numerous requests and time demands while achieving goals
- Self-sufficient promoting a strong sense of urgency for reaching goals and key deliverables.
- Brings new ideas to the company and clearly articulates rationale and value
- Drive, grit, team-oriented: strong desire to compete and win

### Location

Rockville, MD

Email résumé to [info@equallevel.com](mailto:info@equallevel.com) to apply.



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