



## SALES DEVELOPMENT MANAGER

### JOB DESCRIPTION

The Sales Development Manager will be responsible for leading and working side-by-side our Inside Sales team. This role is responsible for motivating, challenging, and demonstrating to the team how to conduct successful lead generation and build strong relationships within the Sales Department. The Sales Development Manager will support the team, but also conduct on their own market analysis, identification of key accounts and contacts, Territory Segment Mapping, and cold/warm calling potential leads. You will be a part of a new Cold Calling 2.0 initiative to re-invent prospecting for our organization. This position will report to the Senior Vice President of Operations, and is an integrated part of the Sales Department.

### KEY RESPONSIBILITIES

- Research accounts identify key players and generate the interest of potential customers
- Mapping of territories through investigative calls and interview of potential prospects
- Understand customer needs & effectively communicate how Visiopharm will exceed them
- Manage, challenge and motivate an inside sales team of three
- Work closely with the Sales team to understand market movement, competitive edge and important accounts
- Become a trusted and credible source of leads for Visiopharm Account Managers and Executives (Field Sales)
- Consistently achieve team quota to ensure territory revenue and growth objectives
- Provide ongoing feedback to the sales and marketing department for continuous process optimization
- Use and maintain the CRM 365 system according to Visiopharm standards and provide metrics on leads and subsequent opportunities

### REQUIREMENTS

- Bachelor's degree in biology or other science related field. A bachelor's in business with scientific career experience will also be considered.
- 2+ years' experience in Inside Sales management or team lead experience
- 5+ years of inside sales experience
- Networking expert with superb verbal, phone & written communication skills
- Cold Calling / Prospecting experience
- Confident, dynamic and enthusiastic team player who thrives in a fast-paced, high growth startup environment
- Proficiency in CRM 365 & strong skills with Google, LinkedIn Sales Navigator and Prospect
- A competitive nature
- A positive team-oriented attitude and desire to win are a must
- Familiarity with enterprise email marketing and/or marketing automation solutions
- Self-directed, a quick study and an enthusiastic team player with a desire to pursue a career in sales
- Computer proficiency in Microsoft Outlook, Word, Excel, and PowerPoint
- Willing to occasionally travel to trade shows, workshops or other lead generation events

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### SKILLS

- Sales Planning and Execution
- Competitive Analysis & Product Positioning
- Client Relationship Management, Social Situational Awareness and Customer Centric Focus



## TERRITORY

Position will be based in the Visiopharm office located in Broomfield, CO.