



## **JOB DESCRIPTION**

**POSITION TITLE:** Business Development Representative  
**REPORT TO:** Director of Business Development  
**SALARY RANGE:** \$34,000 - \$54,000 (subject to experience, education, and designations)

**PRIMARY OBJECTIVE:** To schedule new business appointments for the designated Producer(s) by contacting potential customers over the phone, via email, LinkedIn, and other outreach strategies as directed by the designated Producer(s) and/or Director of Business Development.

### **POSITION QUALIFICATIONS:**

- Adhere to CRS Core Values and Code of Ethics
- Work well with CRS staff and management
- 1-3 years of previous experience in customer service or telemarketing preferred
- Able to accept constructive feedback and continually improve sales techniques
- Ability to secure new business appointments using persuasive language and techniques
- Fluency in English is essential
- Excellent communication and interpersonal skills
- Experience in a position where meeting sales goals was an important indicator of performance

### **DUTIES & RESPONSIBILITIES**

- Adhere to CRS Core Values and Code of Ethics
- Work with team members to meet sales and performance goals set by Director of Business Development
- Continually develop and refine a pipeline/list of prospects following the criteria provided by the Producer(s) and/or Director of Business Development
- Utilize CRM to track prospecting data and activity
- Meet or exceed assigned weekly and monthly call and appointment setting goals
- Follow and continually improve the prepared sales script to secure new business meetings
- Persuasively engage potential customers in conversation to explain the CRS value proposition and secure meetings
- Ask relevant leading questions to understand the customer's needs and recommend the best product or service for their purposes
- Accurately document the customer's personal information including phone number, address and other information in Salesforce as requested by Director of Business Development
- Utilize Salesforce to maintain detailed records of outgoing and inbound calls as well as follow-up information and outcomes
- Other duties as needed or assigned

01/01/2023

This Job Description is not a complete statement of all duties and responsibilities comprising this position. Job duties are considered minimum requirements for the position.