

**CEDIA: The Global Membership Association that Serves
the Home Technology Industry**

Job Description

Job Title: Business Development Representative
Department: Business Development
Reports to: Director of Business Development and Sales
FLSA Status: Exempt

WHY JOIN CEDIA

CEDIA is the global association for the home technology industry. It provides its more than 30,000 members from across the globe with advocacy, connection, and education during a time of unprecedented growth in the smart home sector. Headquartered in Fishers, Indiana with an office outside London, UK, the nonprofit organization advances the industry by positioning the profession and its integrator professionals as subject-matter experts who deliver technology solutions that enhance quality of life.

SUMMARY

We are looking for a highly motivated, outgoing, and tech-savvy senior sales representative with strong business acumen to join our Business Development team. Applicants should have a growth mindset and be excited to work collaboratively across the organization. You will apply consultative selling techniques and help to develop a best-in-class outbound motion in order to execute our sales strategy.

This position will require you to be customer-focused and highly self-motivated, with a desire to grow and advance in a career in sales. If you have a proactive customer-first mentality with the passion to demonstrate CEDIA's commitment to our business partners, we'd love to talk to you!

WHAT YOU'LL BE ACCOUNTABLE FOR:

As a Senior Business Development Representative (BDR), you will generate new business by prospecting outbound leads through cold outreach and work collaboratively across our sales organization to set high-value meetings. This is a highly strategic role that requires creativity, resilience, and the ability to partner effectively to create new business opportunities.

Within 2 weeks, you will:

- Gain a broader understanding of our products and how your role fits into the organization
- Partner with the Director of Business Development and Sales on key success metrics for your role and how you will measure against them
- Begin developing familiarity with our business, products, and services, as well as our company's key metrics

- Acclimate yourself with the day-to-day responsibilities of CEDIA's Business Development team by shadowing team members and joining customer calls

Within 1 month, you will:

- Identify and contact prospective clients to build a pipeline through a variety of methods including, but not limited to cold-calling, emailing, and mass email campaigns
- Create a professional and engaging first impression with our prospects and customers
- Create, maintain and update our database of prospects with complete information and emails
- Thoroughly qualify all outbound opportunities and collaborate effectively for a smooth customer experience
- Generate net new business through outbound prospecting
- Prioritize leads, research prospects and position relevant product features to solve business needs
- Manage follow-up with calls-to-action to consistently build a sales pipeline

Within 2 months, and ongoing Essential Duties and Responsibilities *Other duties may be assigned:*

- Achieve department standards for activity that includes:
 - Making a minimum number of quality outbound calls per day
 - Scheduling a minimum number of new quality discovery calls per week
- Exceed activity and pipeline goals on a monthly basis
- Consistently reflect on your own skill and development gaps along with the Director Of Business Development and Sales to identify personal and professional goals
- Contribute significantly to CEDIA's growth as we continue to scale our core business
- Collaborate with various departments to create and implement strategies that will expand market share, increase brand awareness and sales, and ensure customer satisfaction

REQUIRED SKILLS

- Excellent communication and interpersonal skills; ability to persuade, negotiate, and to build and maintain productive relationships
- Highly creative and detail oriented
- Initiative-taking and results driven
- Ability to identify inter-departmental needs and work with multiple teams as required
- Advanced organization and follow up skills
- A consistent track record of meeting and exceeding goals
- Adept at working within time constraints
- Strong problem solving and analytical skills
- Highly collaborative
- Self-motivated and passionate
- Has the ability to celebrate change and embrace accountability
- A passion for smart home technology and IoT is a plus

- Excellent written and verbal communication skills with a paramount focus on detail.

EDUCATION AND/OR EXPERIENCE

- Bachelor's degree or equivalent experience
- A minimum of three years sales, marketing, project management and CRM and Excel experience is preferred
- Non-profit experience a plus
- Experience making outbound calls or running campaigns
- Experience with sales CRM platforms and/ or engagement platforms (e.g. Salesforce, Hubspot, ZoomInfo)

Travel: Limit travel may be required, up to 10%.

This job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required. Other duties, responsibilities, and activities may change or be assigned at any time with or without notice.

*CEDIA is proud to be an **Equal Employment Opportunity** and **Affirmative Action** employer. We do not discriminate based upon race, religion, color, national origin, gender (including pregnancy, childbirth, or related medical conditions), sexual orientation, gender identity, gender expression, age, status as a protected veteran, status as an individual with a disability, or other applicable legally protected characteristics.*