



Sales Development Representative

Lapp Tannehill is seeking a motivated Sales Development Representative to join our team! You will be joining a collaborative team and will help execute business development opportunities with high-level prospecting and customer engagement via **inbound** lead qualification/handling, **outbound** prospecting, and growth of pre-assigned existing accounts.

We are a leading national distributor of cable, connectors and electrical connectivity technologies based in Savage, Minnesota. Under the general direction of the Sr. Director of Marketing & Business Development, this individual is responsible for directly generating growth from new leads and uncovering sales-qualified opportunities for the Field Sales Team.

Responsibilities

- **Inbound Lead Handling:** Fast and effective Lead Handling and Sales Qualification (determining need, scope, and timing via a sales conversation) of inbound leads from Marketing activities (organic, campaigns, lead nurturing, lead scoring, etc..).
- **Outbound Prospecting:** Execute a high-level of outbound calling/outreach to proactively drive Sales Qualified leads to Field Sales.
- **Growth of Assigned Accounts:** Own and grow sales in existing assigned accounts NOT already owned by District Sales Managers (DSMs).
- **Growth of Joint Accounts with DSMs:** Own and grow sales in existing assigned accounts already owned by District Sales Managers (DSMs) but identified as an opportunity for Sales Development to “tag team” with DSMs to drive growth.
- **Lead Nurturing:** Engaging with existing leads who are not yet ready to purchase to move them thru the sales funnel.
- **Appointment Scheduling:** Schedule sales appointments with qualified prospects for DSMs.

Additional Duties and Responsibilities

- Help further the growth strategies of the specific Sales Region(s) they are assigned to.
- Build a broad network of potential leads via CRM and LinkedIn, leveraging Marketing and self-generated initiatives.
- Develop and maintain a high-level of proficiency in all aspects of product knowledge, sales practices, and customer service policies and processes.



- Proficiently leverage and utilize CRM and ERP systems as appropriate including complete documentation and a high-level of data hygiene of customer/lead information.
- Develop and maintain efficient work practices and a cadence of communication with the Inside Sales Director to ensure alignment and follow through on objectives.
- Develop and maintain a collaborative relationship with cross-functional departments in all LAPP companies in addition to the Inside and Outside Sales organization.
- Assist in the selection of appropriate products for the end-use application if needed
- Hunter mentality- self-driven, active listener with great documentation skills

Competencies/Qualifications

- Self-directed with high-level of self-initiative and a sense of urgency in completing tasks with detail.
- Must have excellent communication skills including strong phone/selling skills and possess the ability to communicate persuasively and build strong relationships.
- Demonstrates a relentless drive and proactive approach in identifying and pursuing new leads, opportunities, and potential clients with a hunter mentality.
- Must possess strong process-orientation and documentation skills in Hubspot CRM/MA and Tour De Force CRM.
- Demonstrate excellent interpersonal skills, a strong work ethic, and a positive attitude.
- Strong ability to communicate and collaborate with Marketing, Business Development (Marketing Qualification) and Regional Sales teams.
- Posses excellent organizational and time management skills.
- Demonstrates knowledge of the market and our competition. Uses this knowledge to one's advantage.
- Looks for ways to improve and promote quality and efficiency.
- Applies feedback to performance.
- Upholds organizational values.
- Adheres to company policies and procedures and maintains a professional appearance.
- Must possess excellent organizational skills and can prioritize and manage multiple projects.
- Must be a self-starter and possess the ability to work independently and use time efficiently and effectively.
- Bachelor's degree (B.A.) from a college or university program; or minimum of five years of inside selling experience in the wire and cable industry or related experience and/or training in a related field(s) or equivalent combination of education and experience.



Compensation/Benefits

After thorough market analysis, LAPP takes many factors into consideration when determining base salary such as experience, knowledge, skills, abilities, etc. of the candidate. The base salary range for this role is \$65 – 75K plus participation in LAPP's bonus plan. We also offer a comprehensive benefits package including Medical, Vision, Dental, Paid Time Off, Paid Holidays, 401(k), HSA/FSA, Life Insurance, and more!

LAPP is an equal opportunity employer committed to building a diverse and inclusive team.

READY TO MAKE AN IMPACT?