



Job Title: Business Development Representative	Department: Sales
Reports to: National Sales Manager	Revision Date: August 19, 2024

For over 75 years, the team at Beacon Athletics has been driven by a passion for improving baseball and softball fields, resulting in the safest, most beautiful, and playable ballfields in America. We specialize in design consultation and innovative, practical equipment for ballfields at every level, from T-Ball to the Major Leagues. We love what we do, and we want to grow our team with people who do things the right way and play to win.

Position Overview

The business Development Representative is instrumental in generating leads for Beacons National Sales Group (selling new construction/renovation, custom and installed products), as well as for the Direct Sales Group (selling standard products). This position will implement and manage outreach activities designed to uncover and qualify new business opportunities. This role involves coordinating outreach campaigns, engaging with prospects through emails and calls, and introducing Beacon Athletics' products and services. To uncover and support new construction and renovation opportunities the BDR will conduct outreach to architects, contractors, athletic departments (K-12 and collegiate), and private facility owner/operators.

To support the Direct Sales Group the BDR will coordinate with marketing and support lead-generation campaigns, overseeing follow-up and handing off warm leads. This position requires a highly organized individual with consistent positive energy and exceptional attention to detail. The successful candidate will be driven to effectively generate and vet a high volume of leads, ensuring they are qualified and handed off to the appropriate sales representatives.

Key Responsibilities:

1. Lead Generation and Qualification:

- Execute outreach campaigns to uncover new business opportunities.
- Conduct targeted outreach via email and phone calls to introduce Beacon Athletics' products and services.
- Research, identify and connect with potential opportunities using resources such as google alerts and trade organizations.
- Engage with prospects to qualify their interest and needs, ensuring they align with Beacon Athletics' offerings (this requires a basic level understanding of Beacon products and services).
- Coordinate appointment setting with the appropriate Beacon representative. This will include appointments such as Lunch-n-Learn introductions, site visits, and project discovery meetings.
- Coordinate with 6-Sense technology and follow up on and qualify leads.
- Vet and prioritize opportunities based on predefined criteria, and transition qualified leads to the appropriate sales representatives.

2. Campaign Optimization:

- Monitor the effectiveness of outreach campaigns and adjust strategies with other team members as needed to improve results.
- Utilize CRM tools to track outreach activities, lead interactions, and campaign performance.

3. Coordination and Collaboration:

- Collaborate with the sales team to align outreach efforts with overall sales goals and strategies.
- Coordinate with marketing to ensure consistent messaging and leverage marketing technology effectively in outreach efforts.

Successful Candidates Will Demonstrate:

- Outbound sales or call-center experience is preferred.
- Knowledge of new construction and project sales is preferred.
- Self-driven with a strong sense of urgency and a proactive approach to problem-solving.
- Strong written and verbal communication skills.
- Ability to approach every call and campaign with resilience and positive energy.
- Honesty, integrity, and responsiveness to both customers and team members.
- Highly organized and process driven.
- Alignment: Commitment to Beacon's Core Values – Take Care of the Customer, Be Yourself, Be Brave, Be a Single Team, Push Beyond What is Expected, Create Fields for Champions.

Compensation:

Competitive package including salary, commission and insurance