



Business Development Specialist

Sterling, VA

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SaleCycle - What We Do

Welcome to the evolving world of Behavioral Marketing! A staggering 98% of website visitors leave a site without hitting that crucial purchase button. Our market leading On-Site & Email Remarketing solutions enable ecommerce marketers to reconnect with consumers who don't convert, reminding them why they came to a site in the first place.

Founded in 2010, we've grown from our North Eastern roots; With our HQ in the UK and offices in the US, France, Singapore and plans for further global growth! SaleCycle powers campaigns for some of the most recognizable brands in the world. Including Ikea, Ralph Lauren and Virgin Atlantic.

We're a passionate company with passionate people and 'Love what you do' firmly rooted in our culture. It's tattooed on the arm of our CEO, visible on our office walls, and present in everything we do. We use the latest tech and innovation to shape our products and deliver results. All of which wouldn't be possible without our people.

Role Summary, Business Development Specialist, Sterling, VA

Do you want to engage internationally with the big players in the e-commerce sector on a daily basis? Are you interested in helping them to understand how our fantastic products can help make them more \$\$\$? SaleCycle is a market leader. Put simply; our product, people and services are ahead of the curve, so it's no wonder we have over 500 happy customers and counting. The problem is, we want more! We believe that all major, global brands deserve to know about how SaleCycle products can benefit them - and deserve to see some of our fantastic marketing content!

That is where you come in. We want you to dig deep, research key decision makers at key brands and tailor your approach using the best marketing, social media, and sales resources we have to guide their learning. You'll need to liaise with our marketing team to ensure your prospect receives relevant and exciting content, then book in demonstrations to show exactly how SaleCycle can assist them.

Your Responsibilities

- Develop a strong understanding of digital marketing and ecommerce alongside exceptional knowledge of SaleCycle's products to determine suitability for fully researched prospects.
- Engage and develop relationships with prospects to determine their interest in SaleCycle products and marketing content, ensuring the prospect is engaged and fully aware of SaleCycle's products with relation to their industry.
- Enrich data currently stored, building profiles of contacts through extensive research and development by using a variety of social methods.
- Developing existing contacts & leads and raising SaleCycle's profile. Increase our customer base by reaching out to global market leaders within the US, Canada, Mexico & South America.
- 'Socially sell' SaleCycle products and services to prospective customers without pitching through a direct sales approach. Guide their learning and understanding before booking them in for a demonstration of SaleCycle product.
- Be very active on Social Media, create your own compelling social persona, building profiles of prospects, understanding their position, level of influence, market, competitors, colleagues etc.
- Assist the Marketing team in deciding on the content to display to the fully researched contacts, to maximize the likelihood of interaction.

Your Personal Skills

- Excellent communication skills
- Drive and passion to achieve
- Strong interpersonal skills
- Confidence and charisma
- Work ethic- willing to go the extra mile to achieve your goals

Your Professional Skills

- You are friendly, enthusiastic, confident and are completely comfortable speaking with stakeholders of all levels internally and externally of SaleCycle using a variety of tools to communicate (phone, email, social media, other).
- Strong knowledge of social media, with an established professional online presence, particularly LinkedIn, Twitter, Google+ etc.
- A background in researching and developing an understanding of prospects and contacts online, ideally within a sales or new business environment. You enjoy 'the hunt' for information to build up a profile for contacts.
- Experience of lead generation in a sales environment would be beneficial. A role in which researching professionals is a large part of the job, for example, a Recruitment Consultant, would be suitable.
- You are meticulous and precise in your work, ensuring that the highest quality of relevant information is supplied.

What We Offer

- Medical, Dental & Vision Insurance (*Premiums paid 100% for employees and their families*)
- Competitive salary and commission structure
- 401k – up to 5% match
- Semi-Flexible Working Hours
- Life Insurance
- A relaxing 25 days of annual leave plus National Holidays (and the option to buy/sell 5 days of vacation!)
- Does your birthday fall on a weekday? Take it off...it's on the house!
- Free snacks, drinks, ice cream, and sweets
- Free cake on us once a month!
- 2 fully paid volunteering days per year

Sounds Like You?

If you would like to join our team as a Business Development Specialist, send your resume and cover letter to DeAndrae.Jackson@salecycle.com

We are an equal opportunities employer and value diversity at our company. We do not discriminate based on race, religion, sex, national origin, gender, sexual orientation, marital status, disability status, color or age.