

# Sales Development Representative

## Job Specification



We are seeking a **Sales Development Representative (SDR)** to join our fast-growing Sales team. Your role will cover both the Public and Private sector, selling across the group's world class portfolio of products and services. This exciting role is all about growth: helping to increase the value of existing key accounts and uncover new opportunities with target prospect customers.

This is the perfect role for new business orientated sales professionals and an opportunity to join one of the fastest growing technology groups in the U.K. working with leading global technology vendors and partners.

Location: North London – Enfield

### **What does an awesome Sales Development Representative (SDR) look like?**

Sales Development Representatives (SDRs) display energy, enthusiasm and passion in everything they do. Our SDRs work to deliver the full range of Academia products and services to both existing customers and new prospects. A great SDR knows how to get the best from the wider Academia team. Awesome SDRs use the full range of tools and support available, recognising that collaboration and teamwork with the account management and technical teams can transform customer relationships and grow business. They understand that it's about more than spreadsheets, phone calls and meetings.

The best SDRs use their skills to have meaningful engagements with customers, gaining a deep understanding of their needs and strategic objectives. SDRs are supported by an expert team of account managers and technical specialists who create proposals to solve customer challenges.

At Academia, we believe in creating value for our customers, to earn their lifetime loyalty. From picking up the phone instead of emailing to networking with authenticity, the Academia all-stars tighten the bond between the business and customer.

### **Responsibilities:**

As an SDR you will be responsible for engaging with existing customers, winning new business and developing, managing and growing a profitable pipeline of opportunities.

Reporting to the Sales Manager, you will be expected to achieve agreed sales targets and performance measures.

The responsibilities of an SDR include:

- Utilising CRM and data driven insights to spot opportunities within existing key accounts.
- Working closely with our vendors/partners to develop industry leading knowledge of our portfolio.
- Developing solution selling skills to identify customer challenges and qualify needs.
- Initiate prospecting and lead generation activities to target prospective customer.
- Working with marketing/vendor team to support new marketing initiatives.
- Attending customer meetings and supporting events.
- Meet and exceed key performance indicators.

### **Key Skills:**

- Detail-oriented and organised.
- Highly motivated and enjoy a fast-paced environment.
- Have an ability to work independently, autonomously and take initiative.
- Possess superb time management skills.
- Excellent written and verbal communication skills. Not scared to pick up the phone and have a conversation.
- Able to demonstrate drive and ambition.
- A good general knowledge of IT sector.

### **Why Academia?**

The Academia Group is a fast growing, highly accredited, award-winning group of technology companies with a strong footprint in the educational space. We specialise in supplying software, IT hardware, training and managed service solutions to both public and private sectors.

Established in 2003, we employ over 100 dedicated professionals across multiple locations throughout the UK with a group annual turnover of over £70m. We partner with the world's leading technology manufacturers and have the accreditations, certifications and awards to demonstrate our expertise and ability.

We have great people working together as a dream team. With this approach, we are a more flexible, fun, stimulating, creative, collaborative and successful business. Ambition exists at the very heart of what we do and is one of the core values that we share across the entire team. We believe in development and personal growth and reward our 'All-Stars' with an industry leading uncapped commission structure, an opportunity to experience amazing trips away, sales incentives and a culture that celebrates success.

### **Benefits**

A sneak peek into some of our benefits, which include:

- Gym Membership contribution
- Health Cash Plan
- Free breakfast every day
- Industry leading uncapped commission structure
- Sales incentives and trips abroad