



Position Description

Sales Development Representative (SDR)

Chesterfield, MO

Job Details

Salary

\$32,000 - \$46,000

Job Type

Full-time

Number of hires for this role

1

Department

Marketing

Reports to

Partner Marketing Coordinator

Full Job Description

Sales Development Representative (SDR)

Summary Description

We are a well-established Company with the Corporate Office in the Midwest. (St Louis) Our target market is the largest customer in the world, the U.S. Federal Government. Our focus is providing IT products & services that address needs and solve problems within the “desktop / office environment” (primarily around Print Management, Managed Services and Personal Computing Systems). We have established a solid reputation & performance record with key Federal Government Agencies such as the FBI and VA Hospitals as a “business supplier and business partner.”

Position Description

Our growth and expansion require a key Driven Individual for this marketing and sales support position. This person will be responsible for analysis, research, development, organization, and management of a comprehensive database of pre-qualified (customer) contacts to drive the company’s overall digital marketing and direct sales efforts.

The depth and quality of this database will be a key pillar to driving and providing ABM Federal’s future sales and marketing success. This is an “impact player” position for our company, with the potential for significant Professional Growth and Career Advancement within our organization. This is a timely ground floor opportunity as the company launches its new Digital Marketing Platform.

Core Responsibilities

Conduct research to map organizational chains of command, and identify key decision-makers across the Federal Government. The goal is to identify and validate Key POCs / Points of Contact (via web research, email, phone calls, etc.) who are responsible for IT Products & Services decisions, generally within the following 3 levels (which we also call the “Decision Tree”):

- **Senior IT Program Managers** (Office of the CIO) responsible for defining the type of technology needed, and overall infrastructure requirements (including both products and services).
- **Acquisition – CO’s / Contracting Officers** responsible for determining acquisition strategy (for example, which vehicles and socio-economic groups they intend to use) and developing RFP’s / RFQ’s and awarding contracts and large task orders.
- **Acquisition – Procurement Personnel** responsible for handling product orders, including timing and logistics. Excellent sources of information regarding agency activity and plans.

The Identification and development of professional Contact Relationships will be accomplished with the following activity:

- Research and document agency organization charts.
- Research document agency IT Budgets & Strategic Plans (3-year outlook).
- Research and identify each agency’s “Decision Tree” (THIS IS THE LARGEST AREA OF FOCUS).
- POC / Points of Contact Validation: This requires reaching out by phone or email to validate the specific role & responsibilities of each key contact. **Think of the SDR as focusing on finding the higher-level POCs that will act as “trailheads”, while the Sales Reps will be responsibility for engaging with these contacts and networking to further expand our business opportunities. This will be a collaborative lead/sales generation process.**

Requirements – Skills, Knowledge, and Abilities:

- Strong organization and time-management skills, able to work independently with minimal direction (supported by solid initial onboarding and clear ongoing communication of goals and expectations by management).
- Strong analytical skills, able conduct methodical research and translate findings into a well-organized database that provides relevant and actionable information easily understood and usable by its audience.
- Strong interpersonal skills with the proven ability to build and establish rapport with a diverse array of people.
- Strong basic “customer engagement” skills, comfortable being conversational with customers and prospects by phone and via email (enthusiastic & professional,

establishes rapport early by asking thoughtful questions that provoke interest and solid responses, and by listening more than speaking).

- Strong team player, able to work and collaborate effectively with other people and teams.
- Strong sense of urgency, able to set and achieve short and long-term goals thoroughly and on-time, including (at times) working under pressure and meeting tight deadlines.
- Ability to adapt in a fast moving and changing culture (creative and flexible).
- Ability to lead by example by displaying a positive attitude, and supporting the Company's core values.

Education/Experience:

- Undergraduate 4-year College Degree (or currently enrolled and on a path to complete a degree), preferably with a business focus.
- Proficient with Microsoft Outlook, Word, Excel, and PowerPoint.

Hours/Telecommuting:

- Hours are 8:00 am – 5:00 pm, with 1 hour for lunch (with flexibility to shift this 8-hour workday to an alternate start time between 7:00 and 9:00 AM).

Work from home options are available (most ABM Federal employees are currently working from home due to COVID, details to follow).