



## Job Description

**Job Title:** Sales Development Representative, Business Development

**FLSA Status:** Exempt

**Department:** Business Development

**Reports To:** Director of Business Development

**Location:** Bentonville, AR

**Travel:** Occasional travel required

**Summary:** As a Sales Development Representative (SDR), you are responsible for outbound sales and partnership prospecting. Your primary focus is generating and qualifying new leads and moving them through early sales pipeline stages. As the first line of communication with prospects, ideal SDRs have a strong understanding of the sales process, excelling at researching leads and starting new relationships.

Equipped with well-researched information about target prospects and our company, you will build a strong understanding of the industry and sales processes to initiate meaningful conversations. As an SDR you'll spend time reaching out to potential clients through the early stages of the sales funnel, either preparing prospects to speak with an Account Executive or screening their true intention to buy.

## Essential Duties and Responsibilities

- Represent Nucleous® products and services, starting with a comprehensive understanding and leading to consumer research to identify how our solutions meet customer needs
- Generate leads and build relationships by nurturing prospects and identifying new potential sales opportunities
- Develop and maintain a pipeline of interested prospects and engage sales executives for next steps
- Identify best practices to refine the company's lead generation strategies
- Other duties as assigned

## Qualifications:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

## Education/Experience:

- Bachelor's degree and 1-3 years of experience preferred.
  - Preferred degree in business, marketing, advertising or other related field
  - Preferred experience in sales or marketing
- Intellectual curiosity, analytical, creative thinker and problem-solver with demonstrated initiative.

- Strong communication skills via email, social media, and phone.
- Balance daily support needs with long-term strategy and successfully combine vision and reality into effective plans.
- Experience with using social media, search engine, web analysis, and CRM tools.
- Retailer or retail supplier experience a plus.
- Exceptional communication and cross-functional collaboration skills.
- Successfully manage multiple projects to meet internal and external needs.

**Computer Skills:** Microsoft Excel, Outlook, Microsoft Word and PowerPoint

**The above job description is not intended to be an all-inclusive list of duties and standards of the position. Incumbents will follow any other instructions, and perform any other related duties, as assigned by their supervisor.**

**To Apply:**

Email your resume along with a brief description of why this is the right job for you to [careers@nucleous.com](mailto:careers@nucleous.com). In your subject line please include the position title and your first and last name.