

## **Job Description: Business Development Representative**

L2L is seeking a Business Development Representative to help create sales opportunities with manufacturers. Partnering with the Marketing and Sales teams, you will engage prospects at target accounts via phone, email and social media outreach to identify opportunities and schedule meetings for our Account Executives.

Are you looking to jump-start your career and join one of the most progressive and growth-minded SaaS companies? Do you have the desire to enhance your knowledge and experience by joining a group of success-focused individuals that have a team-centered culture, customer focus, and love driving growth?

If any of this sounds interesting to you, keep going – you may be the perfect fit we've been looking for. L2L's dynamic and rapidly growing sales team is looking to capitalize on the momentum that we are having with global manufacturers. We get fired up when we help our customers get better at manufacturing products that you likely use every day. A huge part of our continued success and strategy will be centered around growing our Business Development team - and you will be part of a team culture that is growing, energetic and collaborative.

We are looking for recent college grads that want to jump-start their career. This is an opportunity to get in at the start of what has and will continually prove to be a very rewarding journey. So, if you're eager to learn, want to grow, and take your career to the next level, let's talk.

*Sounds interesting? Then you may be the perfect fit for us*

### **Responsibilities:**

- Perform outbound sales prospecting activities to our target accounts
- Connect with target prospects, deliver our unique value proposition, qualify business requirements, and relay the information to the appropriate Account Executive
- Collaborate with Sales and Marketing team members to develop and execute target lists, call strategies, and messaging programs that drive opportunities forward
- Generate new buyer meetings for our Account Executives
- Learn and maintain an in-depth understanding of L2L's product suite
- Manage, track and report on all activities and results using HubSpot CRM

### **Qualifications:**

- 1+ years of Business Development Representative (BDR/SDR) experience in B2B SaaS

- Sales prospecting experience and a track record of hitting your goals
- A positive and professional phone presence and willingness to make cold calls
- Great communication skills (verbal and written)
- An intrinsic drive to success and a strong work ethic
- A “growth mindset” and a desire to be coached
- Humble, hardy, hungry, helpful with a sense of humor and a big heart

## **Benefits**

- Competitive compensation with performance incentives
- Flexible PTO
- Subsidized health insurance
- 401(k) retirement plan
- BYOD allowance for your home office setup
- Being a part of a brilliant, fun and supportive team

This position is remote but candidates must be located in the Eastern Standard time zone. Preference will be given to candidates near Boston, MA as we will periodically meet in person to plan strategies and conduct training sessions.

## About L2L

L2L is a leading SaaS platform for global manufacturers. We help these manufacturers digitize their processes to improve efficiency, reliability and profitability. Our platform unifies complex plant processes for over 175,000 users across the globe, helping them reduce machine downtime, improve response time to production issues, and reduce the cost of spare parts and overall plant management. L2L is backed by M33 Growth, a growth-focused private equity firm in Boston Massachusetts that provides both capital and resources to develop already-great businesses into market leaders.

## To Apply

Please email your resume to [malcolm.faulds@l2l.com](mailto:malcolm.faulds@l2l.com)