

## Job Description: Business Development Representative

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### About L2L

L2L is a leading SaaS platform for global manufacturers. We help these manufacturers achieve world-class performance by digitally unifying their people, processes, and machines. Our CMMS solution (Computerized Maintenance Management System) unifies complex plant processes for over 100,000 users, helping them reduce machine downtime, improve response time to production issues, and reduce the cost of spare parts and overall maintenance. 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.

### You Will Make an Impact

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 across all verticals. 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.*

## **You Are**

- Process-oriented, highly motivated self-starter
- Your communication skills are top-notch, both over the phone and in email
- Humble, Hardy, Hungry, Helpful with a sense of humor and a Big Heart

## **You Have**

- 1+ years of Outbound Business Development Representative (BDR) experience in B2B SaaS
- Sales prospecting experience and a track record of hitting your goals
- A positive and professional phone presence
- Great communication skills (verbal and written)
- An intrinsic drive to succeed and a strong work ethic
- A “growth mindset” and a desire to be coached

## **You Will**

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