Business Development Representative (BDR)

Role Overview

- Topcoder is looking for a fun, high-achieving, ambitious, Business Development Representative (BDR) to drive new business opportunities, collaborate with sales teams, and serve as the liaison between sales and marketing
- BDRs will use their communication skills to develop strong relationships with customers, from first contact until deal close
- BDRs will work remotely with a preferred location in the US Northeast, particularly:
    - New York City / Tri-State area
    - Boston, Massachusetts area
    - Connecticut
- Ultimately, you will expand Topcoder's customer base and contribute to long-term business success

About Topcoder

Topcoder is the largest crowdsourcing marketplace that connects businesses with hard-to-find expertise. The Topcoder community includes 1.5 million of the world's top designers, developers, data scientists, and QA engineers. Global enterprises and startups alike use Topcoder to accelerate innovation, solve challenging problems, and tap into specialized skills on demand. You'll be joining a fast-growing company that's enabling digital talent all over the world to do what they love and changing the way companies all over the world engage with digital talent. Click here to find out more about who Topcoder is.

Role Description

- Serve as the first point of contact for potential customers and the "crowd advisor" by introducing our product, answering questions, and helping to move prospects towards the Topcoder offering that best suits their needs
- Collaborate with the marketing team to qualify new leads and seek out new business opportunities from inbound and outbound marketing campaigns and events
- Contact potential customers old leads through cold calls and email campaigns, to prospect and nurture ideal buyers and offerings
- Determine the appropriate channel for new customers (digital/self-service or enterprise) based on their desired outcome and experience
- Drive the sales cycle for digital/self-service customers through Topcoder's platform

- Collaborate with Account Executives, and connect to prospective, qualified enterprise customers
- Document conversations and emails with clients in our internal database
- Organize and categorize Salesforce to optimize & track marketing efforts
- Maintain knowledge of competitive products and communicate learnings to sales and product management

Role Requirements

Successful candidates will meet the following requirements:
- Bachelor's degree and/or 1+ years of work experience in a relevant role
- Superior communication and relationship building skills (both for internal and external clients)
- Process driven, self-motivated, and team-oriented

Ideal Fit

Ideal candidates will have the following skills and experiences:
- Basic understanding of digital design and software development concepts and methodologies
- Ability to rapidly qualify opportunities and handle sales objections
- Hands-on experience with multiple sales techniques (including cold calls)
- Experience with CRM software (e.g. Salesforce)
- Familiarity with Google sheets and Microsoft Excel (analyzing spreadsheets and charts)
- Understanding of sales performance metrics

We are an equal opportunity, affirmative action employer: minorities, women, veterans and individuals with disabilities are encouraged to apply.