



**Position:** Sales Development Representative (SDR)

**Department:** Sales

**Reports to:** Director, Sales Operations

**Posting Date:** January 24, 2025

### **About Us:**

L Squared is a SaaS company building the next generation of communication solutions for the modern business that harnesses the power of data, analytics, and a simple user interface to organize, distribute and publish content that is dynamic, relevant, and personalized. "The L Squared Hub" is an industry-leading secure cloud content management and distribution platform that supports SMB and Enterprise allowing any business to easily take their critical information and present it to customers, employees, and decision makers either on demand or by scheduling. Featuring an off-the-shelf or customized platform, that creates immediate visibility to core business metrics, communications, or simply information to keep key employees informed by bringing data, analytics, and communications to the forefront that empower employees to be more knowledgeable, productive, and informed.

Our best-in-class user interface combined with our cloud platform turns any existing TV, digital display, dashboard, desktop, or mobile device, anywhere in the world, into a powerful communication medium that is relevant and personalized.

### **Fit:**

We have grown rapidly over the past two years, supporting high-profile clients in the USA, Canada. We are gearing up for even faster growth and looking for motivated, passionate, and intelligent team players that love to work in fast-paced, sometimes chaotic environments, who believe in integrity, mutual respect, quality work, and being customer obsessed to join our team.

If you think you would be a great fit for our team, please apply today.

### **What the Company Will Provide to You:**

- A fun, fast-paced, open, and friendly work environment
- Competitive average salary plus a generous commission plan
- Training & Development opportunities
- Paid Personal time off
- Company events
- Gym and Retail discount





## **Our Investment in You:**

We believe deeply in growth, learning, and development. Our Sales Development Representatives are trained regularly on core sales skills including social selling, sales foundations, value, and solution messaging. We're committed to fostering an environment where your skills, ambitions, and passions flourish. From comprehensive professional development opportunities to a supportive network that encourages your growth, we're dedicated to cultivating your potential. Your journey with us isn't just about the role you fill; it's about the limitless possibilities we create together.

Join us, and let's invest in your success, making strides toward mutual growth and achievement.

## **About the Role**

The primary focus of an Outbound Sales Development Representative (SDR) is to generate a sales pipeline that drives revenue through targeted outbound campaigns and sales plays for the L Squared Real Time Display Manufacturing Unit (RTDU). The sales pipeline is primarily generated through targeted outreach via multi-channel touchpoints including phone, email, and social outreach. SDRs will work within a team of industry sales specialists to identify prospects, generate leads, and qualify the pipeline. As an SDR, you will be the face of L Squared to many prospects who are starting sales cycles for industry-specific, mission-critical solutions. An SDR generates, qualifies, prospects, and produces high-quality opportunities for the sales team and sets them up for demos.

This is a full-time permanent role, and it reports to the Director, Sales Operations.

## **Your Responsibilities**

- Connect prospective clients with L Squared and generate 5-star leads that convert to revenue.
- Be an all-star teammate that brings their passion to work every day and displays collaboration by sharing standard processes, collaborating, and working with colleagues on a global scale.
- Account research, intelligence gathering, white spacing, and industry knowledge.
- Uncover & qualify prospective customer needs by understanding business challenges while engaging key personas through discovery.
- Build knowledge of the RTD stack and L Squared solutions and become a trusted advisor to prospects.
- Strategize and collaborate with sales and marketing team members while executing outbound campaigns and sales plays in alignment with Industry go to market strategy.





## About You:

- You are an achiever with a track record of excellence and strong results.
- You are goal-oriented with strong verbal and written communication skills.
- You are known for your tremendous work ethic, passion, and dedication.
- You enjoy learning new things including technology and can translate that into value for prospects.
- You have a positive presence, and you are curious, insightful, and perceptive.

## Requirements

- You have a bachelor's degree. In lieu of a bachelor's degree, you have at minimum 2-3 years of relative work experience working in an outbound sales/business development role and/or Industry domain experience (preferably in tech sales or manufacturing)
- You have 2+ years' experience in sales and/or a business development outbound prospecting role.
- Excellent Communication Skills.
- Strong drive to seek new opportunities.
- Proficiency in SaaS, Microsoft Office Suite, CRM tools and Order management
- Strong written and verbal communication skills, including the ability to write clear and concise emails, letters, and reports.
- Strong analytical skills to interpret and analyze data.
- Must be detail-oriented to ensure accuracy of documentation.
- Multi-task, organizational skills, maintain confidentiality.

