

Job Title:	Business Development Representative	Job ID:	
Supervisor's Title:	Director Sales	Created:	March 2025
Department:	Sales	Revised:	

POSITION OVERVIEW

Delta-X Research empowers transformer operators with industry-leading decision-support tools. As a Business Development Representative (BDR), you will play a critical role in expanding our presence across key markets. Your primary responsibility is generating leads and booking meetings to drive sales growth. This includes extensive networking, cold calling, and leveraging tools like LinkedIn and other applications to build connections. The ideal candidate is a motivated self-starter with strong communication skills, capable of explaining complex solutions in simple terms.

ACCOUNTABILITIES

Lead Generation and Outreach

- Identify and connect with prospective customers through networking, email outreach, and cold calling.
- Research and review prospects using LinkedIn and other tools to build targeted outreach strategies.
- Utilize CRM and other sales tools to track and manage prospects.

Meeting and Opportunity Development

- Book a specified number of sales meetings per month for the Director | Sales.
- Attend initial customer demos to ensure a smooth handover to the Sales team.
- Collaborate with the Director | Sales to refine strategies and improve lead conversion.

Manufacturer's Representatives and Value-Added Resellers (VARs) Support

- Assist the Director | Sales in managing Manufacturer Representatives and Value-Added Resellers.
- Facilitate communication between Reps/VARs and internal teams to ensure alignment with sales strategies.
- Support onboarding and ongoing relationship management with new and existing Reps and VARs.
- Help coordinate sales initiatives, product updates and training sessions for Reps and VARs.

Additional Accountabilities

- Represent Delta-X Research at conferences and trade shows to build industry relationships and generate leads.
- Provide regular updates on outreach activities, lead progress, and booked meetings.
- Work closely with Marketing and Operations to optimize lead generation efforts.

KEY RELATIONSHIPS

- Director | Sales
- Director | Marketing
- Marketing
- Industry Prospects and Partners
- Manufacturers' Representatives and Value-Added Resellers

QUALIFICATIONS

Education

- Bachelor's degree in business or a related field, or an equivalent combination of education and experience required.

Experience

- 2+ years of experience in lead generation or sales roles, preferably in a B2B environment.

Knowledge, Skills, and Abilities

Knowledge:

- Understanding of SaaS solutions and lead generation applications.
- Familiarity with HubSpot, LinkedIn Navigator, and/or other sales tech stack applications is considered an asset.
- Utility experience is considered an asset.

Skills:

- Strong written and verbal communication skills in English. Additional languages are an asset.
- Strong ability to engage in conversations that attract prospective customers and close deals.
- Demonstrated problem-solving skills and critical thinking abilities.
- Highly organized with keen attention to detail and the ability to meet deadlines.

Abilities:

- Self-motivated, goal-oriented, and capable of meeting or exceeding monthly targets.
- Capable of explaining complex ideas clearly and concisely to diverse audiences.
- Ability to work independently while also contributing effectively within a team.