Job Description – Inside Sales Representative

Role: Inside Sales Representative
Reporting To: Director, Inside Sales
Job Location: U.S. Corporate Headquarters - Woburn MA

Company Description
Since 1994, BridgeHead Software has been providing data and storage management software and services to customers. Today, we are a leader in healthcare data management helping hospitals to manage, protect and leverage one of their most strategic assets, their clinical and administrative information. BridgeHead is a profitable, rapidly growing business that provides a “high-energy” environment and a tremendous personal growth venue for employees.

Overview
The Inside Sales Representative will identify business opportunities by developing new prospects and interacting with existing customers in order to increase interest and qualify leads for the Outside Sales team. He/She will have a keen understanding of BridgeHead’s product offerings, and the ability to close smaller deals while communicating our value to the healthcare industry.

Primary Responsibilities
• Prospect and build a sales pipeline for the Outside Sales Managers via outbound calling, email communications, and other direct marketing methods
• Qualify all sales leads, allocate as appropriate, and drive leads through the sales process by initiating face-to-face appointments with Outside Sales team
• Follow up with each Outside Sales Manager, post meeting. Determine result of respective meeting, and follow up appropriately to close the loop
• Meet daily, weekly, and monthly phone and email communication goals in accordance with strategic plan, developed by the Director of Inside Sales
• Consistently log and record each-and-every outreach made, in Salesforce.com, producing regular activity reports as requested by Director of Inside Sales
• Act as a bridge between Marketing and Sales. Be cognizant of each marketing initiative, and work toward corporate objectives
• Incented to close smaller deals independently ($10K and under)
Required Experience / Qualifications

- Ability to comprehend the BridgeHead product line and to communicate our value proposition to prospects
- Knowledge of commonly used concepts, practices, policies and procedures within the data storage / healthcare industry
- Must interact effectively with all levels of management and staff, internally and externally
- Experience in lead nurturing, lead generation, and appointment setting
- Understanding of the sales cycle, with the ability to close smaller deals
- Must be adaptable, professional, courteous and motivated, and must work well individually or as a member of a team
- Strong Internet research skills required
- Excellent presentation skills, verbal and written communication skills, and interpersonal skills.
- Proficient in Salesforce.com
- Highly organized and attentive to detail
- Self-starting with solid follow-through and multi-tasking capabilities
- Ability to handle a fast-paced environment and challenging workload
- Highly motivated with a strong desire to succeed
- Relies on experience and judgment to plan and accomplish goals
- 3-5 years of experience in a similar role, with sales track record
- Bachelors degree or equivalent, preferably in related field

Career Path

This position may be considered as an entry point toward a career path in outside sales.

Disclaimer: The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified.