

# Business Development Representative

## About Luminoso

Luminoso Technologies, is a trailblazing force in Natural Language Understanding, born out of the prestigious MIT Media Lab. Our cloud-based platform for text analytics revolutionizes the way organizations uncover insights from unstructured data. With support for 14 languages, Luminoso preserves the nuance of stories as communicated by customers, employees, and industry voices. Powered by advanced machine learning and our Digestive AI engine, our platform goes beyond surface-level understanding. It uncovers hidden patterns, sentiments, and biases, empowering organizations to make data-driven decisions with confidence. Trusted by Fortune 100 companies, we nurture human connections that drive critical business strategies.

## About This Position

We are looking to hire an energetic, highly motivated individual who enjoys networking and establishing relationships both internally within an organization and externally with potential customers to join our team as a Business Development Representative. In this role, you will be involved throughout the sales process of identifying targets, contacting prospects and creating qualified leads.

## Responsibilities & Duties:

- Be an awesome brand ambassador - create a great first impression to prospects and customers
- Cold calling; making multiple outbound calls to potential clients
- Cold emailing: building sequences and cadences for outreaches to prospects and leads
- Understanding client needs and offering solutions and support
- Researching potential leads from business directories, web searches, or digital resources
- Creating and maintaining a list/database of prospect clients
- Presenting and delivering information to potential clients
- Answering potential client questions and follow-up call questions
- Working with the sales team when closing a sale
- Tracking weekly, monthly, and quarterly performance and sales metrics
- Building pipelines with channel partners and team members to close sales
- Maintaining database (CRM, Excel, etc.) of prospective client information
- Key attributes are: grit, good communication, and goal oriented

## Our Ideal Candidate:

- A tenacious networker who enjoys the challenge of 'opening doors' at global brands

- A smart, independent, hardworking individual who likes the challenge of establishing and building relationships
- A business professional who stays at the cutting edge of L&D solutions within our industry
- A creative forward-thinker with a thirst for winning deals through creative prospecting: cold calling, cold emailing, social media, networking, and leveraging relationships through personal channels

## Experience

- 2-3 Years Business Development Representative Experience with SaaS based platform company / solutions
- Familiarity with leveraging LinkedIn, email marketing, Salesforce.com and other sales enablement tools
- Have strong verbal communication, interpersonal, and organizational skills
- Thrive in a fast-moving, start-up environment, working independently and with a team

## Apply

Please apply by sending your resume to [hire@luminoso.com](mailto:hire@luminoso.com).