

Business Development Representative



The ideal Business Development Representative (BDR) will generate interest in ProNavigator's products and encourage prospects to book a demo. As a BDR you will be handling research and lead qualification then actively prospect using phone, LinkedIn and email communication.

Location: Kitchener, Ontario

Job Description - Full time, permanent

Experience: 3-5 years Business Development experience within software start-ups

About us:

ProNavigator is a venture-backed insurance technology company. Our team is made up of insurance industry veterans, technology experts, and data scientists who've come together to build solutions specifically for the insurance industry.

ProNavigator's platform incorporates natural language processing and machine learning to improve access to information and automate workflows for customers, distribution partners and employees. This is a great opportunity to join a tight-knit, fast growing team.

Key Responsibilities:

- Utilize your strong research and outreach abilities (using platforms such as LinkedIn or the internet, phone etc.) to generate outbound opportunities.
- Engage and qualify all in-bound leads.
- Analyze prospects' business and technical requirements to understand their needs and clearly articulate the value of the ProNavigator platform.
- Collect and organize relevant sales-ready information and business intelligence in Hubspot to hand-off qualified opportunities and scheduled demos to the Sales team.
- Continuously evolve and perfect messaging scripts and value statements to improve lead generation.
- Collaborate with Sales and Marketing, providing input and insight into lead generation and/or marketing campaigns.
- Actively manage your lead generation plans and pipeline to achieve your qualified opportunities quota.
- Actively participate in internal sales and marketing meetings, sharing market intelligence.
- Use HubSpot to provide analytics to team
- Represent ProNavigator at trade shows when necessary.
- Draft proposals and provide sales support to Account Managers and Director of Sales, as required

Required Skills and Qualifications:

- 1-2 years Business Development experience within software start-ups

- Proven self-starter with a drive to succeed in a sales environment.
- Completion of Post Secondary education
- A history of overachieving targets in a similar role
- Demonstrated effectiveness working both individually and as a team
- Strong communication skills over both phone and email
- Strong desire and ability to move up within a sales organization

Some Perks of ProNavigator:

- Culture: Tight knit team, hungry and moves fast.
- Benefits after 30 days - health, dental and vision.
- Competitive salary and vacation.
- A great group of people to work with who are serious about their work and our vision, but fun in their approach.

To apply

Send a resume with a cover letter to admin@pronavigator.ai.