

Job Description: Sales Development Rep (SDR)

BinSentry is a Kitchener, ON based agricultural Internet of Things(IoT) start-up dedicated to solving the unique and complex challenges of Feed mills and vertically-integrated livestock producers around the world. Our innovative internet connected, sensor installs in on-farm feed-bins in 10 minutes or less, without any power or bin modification and LIDAR or Machine Vision to profile the product inside, delivering timely and accurate inventory information to our customers to enable greater operational efficiency within our customers organizations.

We are seeking talented, self-motivated and goals-oriented individuals to add to our steadily growing BinSentry dream-team! As a Sales Development Rep, you will be our customers first point of contact within BinSentry. As such, you will be the face of the company and your ability to make a great first impression by asking the right questions and listening with the intent to develop a thorough understanding of the customer's needs, will be of the utmost importance. Equipped with this information, the SDR then articulately and concisely presents the relevant and tangible benefits delivered by BinSentry technology in order to best serve the needs of the customer. Your primary goal will be to build trust and report while contacting and qualifying new leads; working to identify appropriate next steps. The ideal candidate will be driven and passionate about enabling our customers to succeed, as they actively reach out through phone and email to generate qualified leads at the top of the BinSentry sales funnel.

Responsibilities include:

- Confidently articulate the business value proposition to decision-makers to assess buying interest
- Conduct independent market research to identify new leads/prospects
- Reach out to contacts and initiate sales conversations by phone - salespeople who rely solely on email need not apply
- Use of strong selling and influencing skills to set up qualified appointments to outbound prospects
- Develop and implement periodic outbound email-marketing campaigns to nurture existing leads
- Consistently achieve qualified opportunity quotas
- Represent the company at industry-related conferences and tradeshow

Requirements:

- Qualities: creative-minded self-starter who is results-oriented, ambitious, well-organized, with a positive attitude and a strong desire to facilitate our customer's success.
- Willing to learn and be coached.
- Extremely strong written & verbal communication skills.
- Able to work effectively both independently and within a team.
- Excited to be working in a dynamic, collaborative and innovative start-up environment.
- 1-3 years experience in Sales Development is an asset though not required.



Culture and Benefits:

BinSentry provides full, company-paid, group health and dental benefits, competitive compensation and an equity package.

BinSentry offers an exciting and collaborative work environment in which each and every member of our team is empowered to succeed. Driven by our shared passion for building a more equitable and sustainable world, we are a values-first organization which prizes the gifts and abilities of each of our team members as we deliver innovative and disruptive technology solutions to our partners in Agriculture.

In joining the BinSentry family we'll strive to provide mentorship, guidance and a meaningful mission in which you are invited to participate! We look forward to hearing from interesting candidates!

Please send CV's & Cover Letter to: careers@binsentry.com