

# Job Posting - Account Development Representative

Innpulse is a B2B marketing agency focused on delivering ABM at scale for enterprise growth companies. We are looking for an experienced **Account Development Representative** to join our Warsaw, Poland team. As an ADR on our world-class team, you will represent a high growth client brand, and will work tirelessly to grow their business. You engage target accounts across channels and create a pipeline to fuel each client's aggressive growth plans. As part of this role, you will be tasked with executing an Account-Based strategy in partnership with internal Innpulse stakeholders and external client stakeholders, including C-level executives.

Innpulse is headquartered in Carmel, Indiana in the United States with an international team. To apply for this role, please visit <https://innpulse.bamboohr.com/jobs/view.php?id=24&source=aWQ9MTQ%3D>. Preference will be given to applicants who use our applicant tracking system.

## **You'll be accountable for:**

**Client Products, Services, and Value Proposition Knowledge:** For one of our high-value enterprise clients, you will need to learn everything possible about the client's services and products. And you'll need to do this quickly -- we expect you to be up-to-speed and ready to start prospecting within three weeks of hire. You will be an expert on the client's business and be able to passionately speak about how the products or services can make a difference. We expect that you'll feel as if you're a member of the client's team.

**High Value Relationships in Target Accounts:** Skillfully build interest and create qualified opportunities with new prospects. Work the Sales Account Researcher team to identify relevant prospects in target companies and organize, map and segment these prospects as appropriate. Most importantly, you'll be responsible for hitting monthly quotas and goals for appropriate ABM KPIs, including pipeline generation, meetings set, account engagement and opportunity creation. You will Connect with our clients' prospects across email, phone, chat, and social channels. Finally, you'll be responsible for nurturing early phase opportunities for future pipeline potential.

**Internal and External ABM Team Relationships:** We partner with high growth enterprises, and you'll need to collaborate across various levels of our partner organizations to deliver value. You'll work with client account executives, sales leaders, and marketing team members, as well as internally with members across the Innpulse Marketing Operations team. In addition, you'll work extensively with an Account Based Marketing Manager on strategy, timelines, and goals for the client. This is a relationship-building role.

**Innpulse Processes, Procedures and Tools:** Become an expert at using Salesforce, Xant, LinkedIn Sales Navigator, ZoomInfo and many other prospecting tools that will help maximize prospecting efforts into target accounts. You will keep exact notes about each activity in our CRM and will track and record all client interactions. If it's not in Salesforce, it didn't happen. You'll also follow detailed Innpulse procedures to ensure consistency in our operations, while working across our teams to improve every facet of our operations. Finally, you'll invest in your self-development, focusing on the skills and attributes that will make you successful in your core role and get you set for future success.

## **About you:**

- At least two years of experience in an inside sales or ADR/BDR role
- BA/BS with strong academic record
- Comfort with uncertainty

- Proven track record of meeting and/or exceeding sales goals
- An understanding of Account Based Marketing principles is strongly preferred
- Experience with Salesforce preferred
- Solid understanding of sales process in growth organizations
- Experience partnering with sales organizations (at multiple levels) to jointly pursue pipeline, accelerate deals, and close new business.
- Extraordinary character with an incredible drive for success, high work ethic, curious by nature, and obsessed with smashing sales goals
- Self-sufficient and self-motivated
- Strong business and strategic planning acumen
- An intuition for people.
- Ability to collaborate effectively at all levels and functions
- Demonstrated problem-solving skills
- Demonstrated written, presentation and verbal communication skills. Strong English skills (native or conversational) is mandatory.
- Excellent interpersonal skills; able to interact at all levels with clients and the Innpulse organization