

ALUMinate

Data matchmakers for *your* fundraising success

Sales Development Representative

ALUMinate offers state-of-the-art data enrichment and analytics solutions that power the donor fundraising activities of universities, colleges, and nonprofit organizations. We have secured relationships with many prominent institutions and the Sales Development Representative will be responsible for targeting prospective clients through cold calling and following up on email and lead generation marketing campaigns. Success will be measured by the number of appointments secured for our demo team. A successful Representative will be a quick study in learning the key features of our solutions, our product differentiation, pricing options, and the nature of our markets. You will be interacting with senior data management executives, typically vice president and director level, which requires great communication skills and professionalism.

Responsibilities

- Working with our marketing team, conduct research and prospect for new leads, identifying the proper entry point to pitch our solutions
- Develop an effective and authentic communication script explaining our purpose (the “WHY”) and solutions (the “HOW”)
- Cold calling prospective decision-makers and influencers, with a strong sense of urgency, translating into 50+ calls a day
- Recording all personal interactions with targets in our CRM, and passing on client and competitive intelligence to the appropriate internal team members
- Being persuasive and determined, while building relationships and displaying empathy towards the target’s needs
- Deftly answer and address the target’s questions, concerns, and barriers to “yes”
- Scheduling demos and smoothly handing off the leads to our demo team

Qualifications

- At least 2 years of experience selling software or data services solutions
- Understanding of the fundraising process, especially in higher-education institutions, is a plus
- Understanding of customer relationship management systems like Blackbaud and Salesforce
- Possess a hungry, ambitious, and impatient style without appearing overly aggressive
- Understand the difference between activity and results
- Have a positive mindset, be team-oriented, and well organized
- Be interested in joining a tight team of passionate professionals who want to help nonprofits and higher-ed schools achieve their missions!

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We offer a competitive compensation package including excellent healthcare, dental and vision coverage, flexible work policy and a strong entrepreneurial environment. To apply, please send your resume to Lola@aluminumateus.com.