



SALES DEVELOPMENT REPRESENTATIVE

Position Type: Full-time | Salary + Incentive Pay
Location: Dunwoody/ Perimeter Center
Reports to: Dunwoody/ Perimeter Center Director of Sales

WHAT WE DO

At Roam, hospitality meets functionality. Roam exists for a workforce on the move. We offer flexible month-to-month co-working memberships and provide unique and innovative meeting solutions for small business owners and Fortune 500s. We're on a mission to build an invested community by creating environments where people can focus, collaborate, learn, and socialize.

WHO WE ARE

Vision: At Roam, we believe the best in each other, want the best for each other and expect the best from each other. We select and invest in servant-leaders who are passionate about hospitality and desire to be a part of something bigger: *renewing and inspiring the way the world does business by partnering in the stories of accomplished dreams.*

Values: See how our values are lived out at meetatroom.com/careers

- **Energy**
- **Personalized Service**
- **Inspiration**
- **Innovation**
- **Generosity**

WHO WE'RE LOOKING FOR

Roam is seeking a driven and passionate Sales Development Representative to enhance the lead qualifying function of the sales process. The Sales Development Representative (SDR) will represent Roam as the first impression for our hospitality and meeting experience, acting as an advocate for our clients. To be successful in this role, the SDR will work alongside the Director of Sales to create new qualified sales opportunities in key accounts to grow meeting room revenue. The SDR will generate new sales opportunities by qualifying both inbound and outbound leads at the initial stages in the sales process. He/she will be responsible for qualifying leads, converting qualified inbound leads to sales, responding to calls and/or emails from prospects, researching potential clients, and providing a noteworthy hospitality experience from the initial client inquiry.

The ideal Sales Development Representative is a self-starter, advocating for our clients and tackling responsibilities with ambition and passion. He/she is a team player propelled by Roam's brand, mission, values and offerings to educate prospects and swiftly take care of our client's needs & requests. The SDR is a trusted partner for the Director of Sales by staying educated & engaged in the market. He/ she initiates creative solutions based in Roam's sales strategy that set both the client & Roam up for success.

RESPONSIBILITIES

Prospect & Qualify Leads

- Develop a keen understanding of Roam's value proposition and our complete set of offerings to communicate to interested clients.
- Develop and execute on a strong prospecting plan of attack, including email and call scripts.
- Research target leads and create analysis of the prospect before handing them off to the Director of Sales.
- Create target prospects lists & connect with key accounts.
- Prospect and qualify leads through cold calling, emailing, and LinkedIn with high attention to detail.
- Nurture new leads through education & followup.
- Respond to all inbound meeting room requests for Dunwoody and Perimeter Center (phone calls, web requests, emails), acting as the initial point of contact for interested clients.
- Perform a needs analysis to support Directors of Sales and enhance the client's meeting experience through hospitality.
- Manage RFPs from online event platforms such as Cvent and EVENTup.
- Schedule face to face appointments with the Director of Sales when leads reaches a qualified stage.
- Consistently achieve qualified opportunity quotas to ensure territory revenue objectives.
- Meet or exceed assigned quota of daily outbound calls & emails.

Client Support

- Respond promptly and communicate effectively to prospective clients regarding Roam's offerings.
- Actively gather information to elevate the client's meeting experience.
- Convert leads to sales when inbound qualified leads are ready to buy.

Account Management

- Share leads with Directors of Sales based on the prospect's readiness to buy.
- Ensure successful follow through of sales cycle by maintaining accurate activity and lead qualification information in salesforce.
- Develop trust and build relationships with customers in the marketplace so that they view Roam as a trusted partner for their offsite meeting needs.

EXPERIENCE & REQUIREMENTS

- Bachelor's degree in business, marketing, hospitality or another related field.
- Minimum of 1-3 years of experience in inside sales.
- Experience selling in hospitality, real-estate, catering, or meeting and events industries is preferred.
- Proficiency in Salesforce preferred.
- Excellent communication (written and verbal) and interpersonal skills.
- Highly organized, driven & self-sufficient.
- Positive can-do attitude and tireless work ethic.
- Must be self-motivated, persistent, and able to work independently.
- Ability to adapt to change and be flexible in a fast paced environment.

Working for Roam provides the opportunity to influence a new hospitality brand in the the cutting-edge co-working industry, as we plan to expand nationally.

Interested? Please apply via our Career Page: meetatroam.com/careers.
We look forward to hearing from you!