

## Business Development Representative (BDR)

### About Us

We're a fast-growing nature tech company headquartered in Edinburgh. We are on a mission to enable zero deforestation and degradation and support mass forest restoration. We do this by producing the highest quality nature mapping data and insight products.

Our clients include major international companies (e.g. Apple), expert consultancies (e.g. The Biodiversity Consultancy), major NGOs (e.g. WCS and TNC), and key stakeholders in the creation and distribution of carbon credits (e.g. Everland).

All of our work is based on extensive scientific research with our expert science and technology team including more than 10 with PhDs in ecology or satellite data science, and world-class AI and software engineers.

### Job Overview

We are seeking a dynamic and motivated Business Development Representative (BDR) to join our growing team.

The ideal candidate will be based in, or close to, Edinburgh and will play a crucial role in expanding our customer base and driving revenue growth. You will be skilled at sales tech-stack enabled prospecting methods to generate and qualify leads supported by regular personal outbound contact ie: phone &/or email. You will aim to generate qualified sales opportunities and set up successful 'Discovery' calls for Account Executive and Enterprise Sales Team.

### Responsibilities

- **Qualified Lead Generation:** Identify and prospect potential clients through various channels, including cold calling, email campaigns, social media, and other innovative approaches.
- **Qualification:** Conduct thorough research on potential leads before engagement ensuring alignment with our target ICP. Assess their needs and pain points to conduct initial qualification. Experience with BANT and MEDDIC qualification methods would be beneficial.

- **Engagement & Build Trust:** Develop relationships with prospects and build their trust in the brand, our nature-based data sets and subscription services, culminating in a Discovery Call for the Sales team. Utilise strong communication skills to articulate our value proposition and address client inquiries.
- **Customer Focus:** Cultivate and nurture relationships with key target Customer decision-makers. Instigate and maintain a continuous feedback loop with the sales team, providing valuable insights into lead quality, customer preferences, and market dynamics.
- **Pipeline Management:** Effectively manage and document all lead interactions and activities in the CRM system. Keep the sales pipeline up-to-date, providing accurate and timely information to support decision-making and resource allocation.
- **Collaboration:** Work closely with the marketing team providing valuable insights into changing market trends and recent customer feedback. Align outbound efforts with broader marketing campaigns and initiatives, providing timely personal follow-up and constant question-based requalification.
- **Targets and Reporting:** Achieve and exceed monthly and quarterly set KPI targets for lead generation and constant improvement in key sales metrics.
- **Maintaining Data Integrity:** Enabling accurate and weekly reports on lead generation and funnel conversion.
- **Clear Focus:** Relentless focus on new Customer engagement, accuracy in qualification, and commitment to setting up successful and relevant Discovery Calls - these steps are the foundations of our sales process.

## Requirements

- **Education:** Bachelor's degree in Business, Marketing, or a STEM-related field is preferred.
- **Experience:** Proven experience in business development, lead generation, or sales development roles. Familiarity with personal communication-led B2B sales is a plus.
- **Communication Skills:** Exceptional verbal and written communication skills. Ability to articulate complex concepts clearly and concisely. Any additional languages to English would be a benefit.
- **Self-motivated:** A proactive and driven individual with a strong work ethic. Ability to work independently, without supervision, and as part of a collaborative and competitive team culture.
- **Technologically Savvy:** Proficient in using CRM software (Hubspot), sales engagement tools (Zoominfo & Sales Navigator), and other relevant technologies.

- **Adaptability:** Ability to thrive in a fast-paced commercial environment and adapt to changing priorities.
- **Customer Focus:** Clear understanding of how to operate in a customer-centric manner and be adept at tailoring communications to address the customers' key priorities.
- Willingness to learn and personally develop an understanding of our offerings
- Focus on performance and financial periods ie: Quarter on Quarter Growth

### **Benefits**

- Competitive salary and quarterly open-ended performance-based incentives
- Ongoing professional development opportunities and coaching
- Working with Industry experts in Sales & Marketing
- Collaborative and inclusive company culture

### **Salary**

Base salary £35,000 - £40,000 plus £10k OTE. Placing depends on experience/qualifications. Pro rata, if part time.

### **Working for Space Intelligence**

At Space Intelligence, we offer a competitive salary and benefits - 33 holiday days per year, an extra day off for your birthday, a good pension plan offering salary sacrifice for tax efficiency, an Employee Savings on Purchases Platform and an Employee Assistance Programme, as well as other benefits. We have a friendly, fun and supportive workplace, and we strongly value work-life balance. We are emphatically not a company with a long-hours culture, we are family-friendly and support flexible working and part-time, where possible. We also schedule a range of events including lunches, escape rooms, pub trips, crazy golf, bowling and much more. In addition, we do company and team away days.

We are, proudly, a diverse, multicultural team: with almost as many women as men (unusual in a tech/science company) and our employees come from 11 different countries.

### **Where will I work?**

We are looking for a candidate who will be based in our office on George Street, Edinburgh. Most of our team are in the office most days, and we feel you will learn fastest if you are in the office most days too. However, we support hybrid working and would be happy for you to



work 1-2 days a week from home. Some UK and international travel may be required for this role.

### **How to Apply**

If you are a motivated individual with a passion for sales wanting to develop your career starting in business development, or you're experienced already, and want to be part of a dynamic team, we invite you to apply.

Please submit your CV and a cover letter detailing your relevant experience and why you believe you are the ideal candidate for this role to [careers@space-intelligence.com](mailto:careers@space-intelligence.com)

**Please note,** we welcome applications from all. However, if offered the role, it is a legal requirement to have the right to live and work in the UK on your commencement date. Please be aware that if you don't currently have the right to work here, we do not sponsor visas so check out the UK Government website for further information about visas **before** applying.

**Closing date: September 30th 2024 @ 5 pm GMT.**