

Job Description: Lead Generation Sales Representative

About Vision

Vision Government Solutions is a leading high-tech Government Technology firm providing software to more than 400 communities across the United States. Our organization is at an incredible inflection point of growth, and we are looking for people with extraordinary ambition and drive to join our Sales team and have a hand in driving the growth of the company.

In the last three years, Vision has grown 3x. As we scale our Sales team, we are looking for an ambitious Lead Generation Sales Representative to join our team as an individual contributor for the first 6-12 months, canvassing new states for market entry. The successful Lead Generation Sales Representative will build structured, systematic, and data-driven processes then evolve into the role of building the Lead Generation team. This role therefore provides the right candidate with an incredible opportunity for career development and impact.

Summary of Role & Responsibilities

The Lead Generation Sales Representative role reports into the Senior Manager of Sales & Marketing. The primary goal of this role is to canvas new markets and generate interest and demand with qualified prospects. The long-term goal of this role is to establish a scalable lead generation sales process that can be scaled as the team grows into new states.

A brief description of responsibilities is as follows:

Generating Interest and Demand in New Markets

- Uses direct email outreach and call campaigns to generate demand and interest in new markets.
- Sources and schedules demos with qualified leads.
- Creatively uses marketing content and analytics (ex: webinar attendees) provided by the Revenue Ops team to nurture early-stage leads to qualification.
- Owns a pipeline of initial stage opps, which are passed to a Territory Manager upon qualification.
- Meticulously tracks engagement in our CRM (Salesforce).
- Nurtures early-stage leads through the qualification process by tracking and following up on engagement.
- Demonstrates a sophisticated use of existing marketing content to nurture leads.
- Captures and logs intel from new market outreach to build market maps and canvas the incumbent vendor landscape.
- Proactively follows up with Territory Managers to push generated leads through the pipeline.

Building and Scaling the Lead Generation Capability

- Establishes and documents scalable processes for tracking and scaling sales outreach.
- Develops a plan for building and expanding our sales lead generation capability for new markets.

Who We Are Looking For

The ideal person for this role will have:

- 2-3 years of experience in lead generation sales, SDR, or BDR role.
- The desire to be a trailblazer for the development of the lead generation sales team, beginning as an individual contributor and building a team behind them.
- Experience using direct email outreach and call campaigns to generate demand and interest in new markets.
- Comfortable and familiar managing an individual sales pipeline with CRM (Salesforce).
- Demonstratable success and metrics in previous call campaigns and lead generation.
- Uncommon ambition and desire to grow professionally in a fast-paced environment.
- Competitive with themselves, collaborative with team members.
- A self-motivated, results and goal-oriented team player.
- A love of structure, process, and documentation.
- Prior experience in the government sector is not required but is preferred.

Remote Work and Travel Expectations: Due to Covid-19, Vision expects to be fully remote through at least July 2021 and probably longer. After Covid-19, we expect this role to transition to Vision headquarters for at least 50% of the time. We expect this role may involve 5% - 15% travel to client sites.

Total Compensation Package: Annual base salary and incentive package to be discussed. The compensation package will include both base salary and incentive based commission. Vision offers health, dental, and vision plans, as well as a 401(k)-matching program. We also provide reimbursements for remote work set-up, professional memberships, and IAAO- accredited continuing education.