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Sales development is an organization that sits between the marketing and sales functions of a business and is in charge of the front-end of the sales cycle: identifying, connecting with, and qualifying leads. Simply put, this organization is tasked with setting up qualified meetings between a salesperson and a potential buyer with a high probability of purchasing a product.

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A sales development representative (SDR) is an inside sales representative that focuses on outreach, prospecting, and lead qualification. SDRs don't focus on closing business, but connecting with as many leads as possible and determining if they're good customer fits. SDRs move leads through the sales pipeline.

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Sales development demands continued attention lest best practice slips into disuse or becomes old hat and ineffective. Whatever we do now, development must involve changes to the way we think and react to your environment. It takes effort to effect personal change. Examining the potential benefits helps stoke up motivation.

Sales development representatives are tasked with meeting the demands of a new kind of buyer that primarily lives on-line, buys faster and spends more on cloud services than ever before. The best way to connect with these new buyers is to have a deep understanding of their challenges. And to understand their

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Sales Development Representative Role:
- Obtain a thorough knowledge of the company, its offering and the marketplace they operate within - Strategically uncover and nurture leads over the phone, via email and through social channels

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