

## **JOB DESCRIPTION FORM- Sales Development Rep (SDR)**

<b>Department Description</b>
The Sales Development Representative & Inside Sales Team work with customers to identify sales opportunities to accelerate revenue growth and allocate those opportunities to the appropriate sales channel. As a Cambium Networks Sales Development Representative, you will work closely with internal and external partners to convert demand into sales opportunities and Cambium customers.
<b>Scope of Responsibilities &amp; Position Expectations</b>
<ol style="list-style-type: none"><li>1. Sales/New Business Generation:<ol style="list-style-type: none"><li>a. Conduct outbound/cold call engagements and develop leads/prospects and pass to the appropriate sales team</li><li>b. Make outbound calls to prospect accounts. Ramp to expected 60-80 outbound calls/day in 30 days</li><li>c. Contact prospects via both phone and email</li><li>d. Be creative and implement activities to contact new customers and generate new business</li></ol></li><li>2. Sales Partnership:<ol style="list-style-type: none"><li>a. Allocate leads per established guidelines to appropriate internal or external sales partner(s)</li><li>b. Insure handoffs to sales are successful and exceed customer expectations</li><li>c. Insure engagement with sales partner(s) is frequent and bi-directional to grow territory revenue</li><li>d. Accurately forecast and track leads &amp; activities (calls, emails, meetings) using Salesforce.com CRM</li><li>e. Consult with potential customers to uncover how Cambium can solve their business problems, then work with customers to define opportunities and allocate to other sales channels.</li></ol></li><li>3. Sales/Technical:<ol style="list-style-type: none"><li>a. Acquire at least a basic knowledge of our full range of Cambium products and services, the candidate must be able to understand how our products can serve the needs of the potential customer. Seek technical support initially but eventually gain the ability to work independently.</li><li>b. Convey product knowledge to potential clients, adhering to company messaging and positioning.</li><li>c. Continuously stay up to date on technologies relevant to the Cambium Business lines</li></ol></li><li>4. Build strength / Analyze:<ol style="list-style-type: none"><li>a. Candidate MUST be prepared to support activities to track and analyze their own and the company's effectiveness in creating new business</li></ol></li></ol>
<b>Knowledge/ Skill Requirement</b>
<ol style="list-style-type: none"><li>1. Personal drive, energy and enthusiasm to achieve and surpass goals</li><li>2. Self-Starter with the potential to lead</li><li>3. Strong interest in technology and Tech business, Previous Technology experience a plus</li><li>4. Collaborative work style and commitment to get the job done</li><li>5. Strong communication skills and ability to work with global teams</li><li>6. Commitment to high professional ethical standards in a diverse workplace</li><li>7. Previous Intern, Part-Time or Full-time Inside Sales experience a plus / Experience in dealing with both Direct and Indirect external customers</li><li>8. Previous experience with CRM and ERP systems (experience with Salesforce.com a plus)</li><li>9. Excellent computer skills, specific proficiency with MS Excel and an aptitude to learn new applications is required</li><li>10. Bachelor's Degree in Business / Industrial Distribution / Engineering acceptable (2+ yrs. experience a plus but not required)</li></ol>