

Business Development Representative

Description

We are looking for a high-agency, creative Business Development Representative (BDR) to drive new logo acquisition and help build our outbound sales engine from the ground up.

This is not a plug-and-play SDR role. While you will execute outbound prospecting and generate meetings, you will also play a key role in shaping how we go to market, testing messaging, refining targeting, and identifying what works.

You will work closely with leadership, sales, and demand generation to turn experimentation into a repeatable pipeline engine.

If you enjoy figuring things out, testing ideas, and building something from scratch, you'll do very well here.

Responsibilities

1. **Outbound Prospecting & Account Penetration**
 - Build and test target account lists and ICP hypotheses
 - Develop and execute multi-channel outbound strategies
 - Continuously refine messaging based on what resonates
2. **Conference & Field Prospecting**
 - Act as the company's boots on the ground at conferences and events
 - Initiate conversations, identify high-value prospects, and qualify in real time
 - Convert event interactions into pipeline, not just contacts
3. **Experimentation & Iteration**
 - Test different outreach approaches, messaging angles, and personas
 - Identify patterns in what converts vs. what doesn't
 - Bring structured insights back to the team to improve the overall go-to-market motion
4. **Lead Conversion & Qualification**
 - Engage both self-sourced and marketing-generated leads
 - Conduct initial discovery and book high-quality meetings
 - Ensure strong context-setting for the Account Executive
5. **Pipeline Creation**
 - Own the creation of new logo pipeline
 - Maintain disciplined tracking in HubSpot, while also helping improve how we use it

Qualifications

Must-Haves

- 2-5 years in outbound BDR/BD or early-stage sales roles
- Proven ability to generate pipeline from cold starts
- Comfortable operating in ambiguous, evolving environments

Hiring organization

ansrsource

Employment Type

Full-time, Permanent

Job Location

United States

Date posted

September 2, 2026

- Strong communication skills (written + verbal)

Critical Traits (Non-Negotiable)

- **High agency:** You don't wait for direction, you create motion
- **Creativity:** You can craft messaging and approaches that stand out
- **Resilience:** You can handle rejection and iterate quickly
- **Curiosity:** You seek to understand what works and why

Nice to Have

- Experience in **consultative services, EdTech, or learning solutions**
- Experience attending or working **industry conferences/events**

How Success is Measured

- Pipeline generated from outbound and events
- Meetings booked with qualified, relevant prospects
- Conversion rates across outreach → meeting → opportunity
- Contribution to improving messaging, targeting, and outreach effectiveness

About Us

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