Populist
Cleaning Co

making life better through quality partnering

Position Profile- Business Development Support

Reports to: Director of Business Development

Skills and Competencies:

- Exceptional listening, verbal, and written communication skills.
- Strong attention to detail and commitment to follow through on all tasks.
- Excellent organizational and time management skills, able to handle diverse projects, tasks, and deadlines.
- Calm and composed under pressure, maintaining balance and persistence even in the face of repeated rejection.
- Skilled in managing schedules and maintaining detailed notes and documentation.
- Proficient with content management systems (CMS) and customer relationship management (CRM) tools such as HubSpot and Mailchimp.
- Knowledgeable in sales platforms, channels, and best practices across social, digital, email, and phone outreach.
- Collaborative team player, willing to partner with other departments as needed.
- Willingness to learn new skills and adapt to changing priorities and environments.
- Proficient in Microsoft Office Suite, Google Docs and Sheets, Adobe Acrobat Standard, Zoom, and Teams.

Common tasks include but are not limited to:

- Conduct prospecting activities, including phone calls, emails, and site visits, following a defined outreach cadence.
- Participate in targeted marketing campaigns to engage and attract potential customers.
- Collaborate with the sales team to develop compelling materials for prospect outreach.
- Maintain regular contact with prospects via phone or email according to a cadence aligned with their project timelines.
- Pre-qualify opportunities, gather information, and schedule appointments for sales representatives.
- Maintain accurate and up-to-date customer records and document all sales communications within the CRM system.
- Support the sales and marketing teams in the CRM.
- Research and identify new prospects using Sales Navigator, Google Maps, and other online tools.

Education, Certifications and/or Experience:

- Valid Driver’s License with an insurable driving record.
- 3+ years of sales experience.
- Bachelor’s Degree.

- Experience in phone/cold calling, with strong skills in engaging prospects and customers.
- Working knowledge of HubSpot CRM and related sales and marketing tools.

Work Environment:

- Work can be performed on-site or remote, required travel to customer sites.