



## **Business Development Associate Job Description**

### **Responsibilities:**

- Generate and qualify outbound sales leads for cutting edge IoT/M2M remote monitoring & control products
- Manage outbound lead generation methods including email campaigns, social media and inbound/outbound phone calls
- Organize and manage leads, contacts, meetings and other activity in Salesforce
- Lead product demonstrations
- Track lead generation campaigns and utilize metrics to quantify and report results
- Assess profitability of qualified leads

### **Successful Candidates Will Be/Have:**

- Proven hunter with a track record of previous success in lead generation, qualifying and closing new business
- Hungry to learn and succeed in an exciting and dynamic growth-oriented company
- Enjoys challenges
- Responsible, ethical, trustworthy
- Results-oriented
- Experience using Salesforce or another CRM
- High level of self-awareness, emotional intelligence; good with people
- Highly organized, detailed, self-disciplined
- Excellent oral and written communication skills
- Adaptable
- At least two years of B2B or B2C sales experience

**Compensation:**

- Compensation will be competitive and based on qualifications and experience
- Compensation structure will have salary and commission components

This candidate must be able to commute Monday-Friday to our office in Buford, GA.

**About OmniMetrix:**

We are the leader and pioneer in machine-to-machine (M2M) wireless remote monitoring, diagnostics and control of critical assets for Internet of Things applications. We increase asset reliability by eliminating 95% of "fail to start" situations. Our sophisticated, wireless remote monitoring systems provide 24/7, continuous diagnostics for gas pipelines, oil & gas equipment, and emergency power applications. We provide real-time notification of changes or alarm conditions in the network of equipment. Our web-based user interface provides extensive reporting, analysis, graphing capabilities and remote control of critical equipment.

Our system is currently installed globally on a wide range of gas pipelines and critical facilities, including cell towers, grocery stores, medical facilities, data centers and public transportation systems, as well as federal, state and municipal government facilities.