



Business Development Representative (BDR) Position Description

About Us:

Since 1973 Matik, Inc. has been an industry leader in providing European technologies for the printing, packaging and converting markets. Matik provides machine sales, parts and service support.

Matik is on a growth trajectory and as a result we are looking for a Business Development Representative to play a significant role in our expansion initiative.

The Role:

The Business Development Representative (BDR) role requires you to have prior success identifying and qualifying sales opportunity.

It is important that you excel at finding, qualifying and closing new opportunities. It is equally important that you possess excellent time management skills and have the ability to establish advocates within each prospect account resulting in strong long-term relationships.

You will be an excellent candidate for this position if you possess the following traits:

- Have previous experience in printing or converting equipment sales a plus
- Have experience in sales with lengthy sales cycles
- Embrace the fact that as a result of technology constantly changing you will be required to consistently study and continue to elevate your business acumen
- Possess the discipline and energy to handle heavy phone and computer work
- Capable of working remotely and independently
- Intuitive and strategic prioritization of the tasks that move the needle on sales performance
- You are competitive, outgoing and confident can multi-task and handle rejection without being phased

Sales success will be generated through:

- Achieving specific prospecting & sales results
- Daily outbound calls and emails to potential prospects and effectively qualifying sales opportunity
- Qualifying leads from digital campaigns, conferences, references, tradeshow, etc.
- Presenting and delivering information to current and potential clients
- Building a network of advocates within each prospect organization
- Frequent use of ZOOM and TEAMS conference calls
- Persistent follow up while continuing to provide business value and insights
- Full adoption of CRM software to remain focused and organized
- Creating a network within the industry with a variety of professionals
- Crafting and delivering proposals with a laser focus on the prospect's business initiatives
- Recognizing when to involve decision makers in the sales process at critical junctures
- Research, communicate & qualify prospects to create sales qualified appointments

Markets to focus on are:

1. Label
 2. Flexible Packaging
 3. Folding Carton
 4. Graphic arts
 5. Converting
- Territory is USA, Canada and Mexico

Responsibilities:

- Achieve weekly & monthly prospecting and sales objectives for net new business
- Effectively serve and expand any existing accounts assigned to you by Matik
- When needed work with factory representatives to develop opportunities and close sales
- Establish a good working relationship with Matik's operations team
- Update and maintain CRM with sales activities, contacts and lead information
- Enter new customer data and other sales data for current customers into CRM
- Effectively qualify prospect & customer inquiries and uncover their compelling business reasons to invest in equipment
- Support the company's strategic sales plans to achieve Matik and factory sales goals
- Prepare sales forecasts and project reports
- Stay current with industry trends and developments to seize new market opportunities

Requirements & Qualifications:

- Printing or converting equipment experience (a plus)
- Willingness to do the research and preparation necessary to engage with decision makers as well as technical screeners
- Ability to gather information from customers, conduct needs analysis and recommend solutions
- Ability to have business conversations with executives that focus on the business growth the equipment will generate
- Ability to penetrate an organization at multiple levels. From users of the equipment to engineering up to executive level decision makers
- Willingness to collaborate with manufactures
- Solid work ethic and problem-solving skills
- Strong follow up skills while continuing to deliver value
- The ability to absorb technical product knowledge
- Excellent communication skills – verbal, written, presentation, etc.
- Ability to work under pressure to execute moderate to high value sales transactions
- Patience, tenacity and professionalism to endure long term, complex sales cycles
- Success with penetrating new markets, establishing new prospect and customer contacts and relationships, and using networking to expand existing customer relationships

Additional Position Specifications:

Education:

- Bachelor's degree (Preferred)

Work authorization:

- United States (Required)

Territory:

- USA, Canada & Mexico

Languages:

- English fluency (Required)
- Fluency in Italian, Spanish or French is helpful

Job Type:

- Full-time Business Development Representative, salary + bonus program + commission
- This is a career opportunity in which compensation has no limits and grows with experience

Salary (Base):

- \$45,000 Salary (Base)

Benefits:

- Health, Dental & Vision insurance
- Short & Long term disability insurance
- 401K retirement plan
- Profit sharing
- Paid time off

Paid Training:

- Complete training, tools of the trade

Location:

- West Hartford, CT

Matik is an Equal Opportunity Employer. Matik does not discriminate on the basis of race, religion, color, sex, gender identity, sexual orientation, age, non-disqualifying physical or mental disability, national origin, veteran status or any other basis covered by appropriate law.

www.matik.com

