
Business Development Representative (BDR)

About LifeBooster

Every day millions of people put their lives and livelihood on the line when they go to work in order to support their communities and their families. It is time to give back to all of those who build our cars, keep our homes warm and lit, and who keep the world turning. At LifeBooster, we are delivering on the future of health and safety to ensure that every one of those workers gets home safe every day.

As a recognized leader in connected worker and risk analytics technology, our predictive analytics platform, Senz, evaluates workplace risk using wearable sensors and advanced analytics to detect the potential for workplace injury due to behavior, work processes and environmental conditions within industrial work settings. Partnered alongside world leaders in performance apparel and worker health and safety, LifeBooster is actively addressing this global issue and wants you to join our team on our mission!

Our mission-focused, tight-knit team is driven by a culture that is both collaborative and caring. We take a people first approach to our business which means your work will directly and significantly improve the physical and mental health of hard working people on a global scale.

About You and the Role

We are seeking a passionate, persevering, and results-driven Business Development Representative with a winning mentality to join our team. You will work in a fast-paced environment while playing a key role in developing new customer relationships. You will create a sales pipeline through targeted outreach to senior health and safety and business executives while collaborating with your Account Executive and marketing colleagues. We are looking for candidates who are self-starters, with high integrity and have a history of achievement.

In this role the BDR will support LifeBooster's lead generation activities, contributing daily through our next phase of evolution and growth to our pipeline.

Responsibilities

- After a two-week onboarding, you'll jump right into speaking with prospective clients
- You'll quickly learn the industries and personas in our ideal customer profile, their challenges, and how LifeBooster can make a business and meaningful impact on those customers
- You'll be able to reference external factors, corporate and public initiatives to develop a point of view on how LifeBooster can help customers in our ideal customer profile (hint: be prepared to do this in your interview, highlighting a large enterprise you're passionate about)
- You'll take a strategic approach to planning and executing outbound prospecting as the CEO of your sales territory
- You'll leverage your point of view to ask thoughtful questions of our ICP leads (ESG, Health & Safety, Risk management, etc) on how they're creating internal talent mobility across skills, markets, business units, and teams
- You'll leverage customer stories — rather than product features — to convey the benefits LifeBooster has brought our customers through the 'Challenge Solution Result' or CSR
- You're comfortable with (or ready to get comfortable with) sales tools like Hubspot, ZoomInfo, and LinkedIn Sales Navigator to maintain consistent outbound outreach to large enterprise accounts
- You'll leverage social selling to follow, engage, and connect with executives from target accounts
- You will diligently follow up with potential clients who express interest in LifeBooster through online assets, white papers, webinars, and videos
- You'll collaborate with field marketing to proactively target and connect with potential customers at industry conferences and trade shows
- You're accountable and hold yourself, your peers and your leadership accountable to our core values

Requirements

- Spotless Integrity
- Tremendous Work Ethic
- Coachable & Hungry to Learn
- Fearless
- Intellectually Curious

Is this you?

- Proven history of achievement — in sales, recruiting, academically, entrepreneurially, athletically, the arts, tech, or anything else you're passionate about
- Sales/BDR experience is preferred
- Metrics-oriented — A keen understanding of how measurement and tracking can help us achieve our goals
- Compelling storyteller — LifeBooster's customers and their stories are amazing; a premier BDR candidate seamlessly weaves these stories into their conversations
- Creative — While cold calls/emails are compulsory, we challenge our team to take the system we've built and make it better
- Ambitious — You see the BDR role as a 12-18 month stop on the way to your next career progression at LifeBooster. The BDR org is the bench of talent that feeds the rest of the organization. Hit your quota and master the role, while acquiring the skills that will allow you to excel in the next role
- Ability to work remotely if necessary, or in the Vancouver office (preferred)
- Bachelor's degree preferred

Benefits

We are a mission driven organization that is intent on making a positive impact in the world. We have a casual and flexible work environment providing a superior work-life balance. We offer competitive compensation with a total rewards package that includes equity, bonuses, comprehensive benefits and generous paid time off to name a few perks. You will be part of a lively and supportive team that recognizes and celebrates each other's wins.

Contact hr@lifebooster.ca to learn more about this exciting opportunity and to apply!