

SALES DEVELOPMENT REPRESENTATIVE [SDR]



BIS is an independently owned benefit and commercial insurance broker located in Roswell, GA. Our mission is to serve others through responsive insurance advising. We aim to excel in our industry while maintaining our commitment to service, integrity, faith, and excellence. We have an unwavering commitment to both our employees and our clients. This has earned us the prestigious recognition of being named one of the Best Places to Work by the Atlanta Business Chronicle for multiple years, as well as one of the Best Places to Work in Insurance.

The Sales Development Representative (SDR) is responsible for identifying and qualifying new business opportunities, supporting the sales team, and driving pipeline growth. This role is critical in developing strong leads and building the foundation for client relationships.

KEY RESPONSIBILITIES

- Conduct outbound prospecting via phone, email, and social channels to generate leads.
- Research and identify potential clients, understanding their needs and challenges.
- Qualify leads and set appointments for senior sales team members.
- Maintain accurate and up-to-date prospect and client records.
- Collaborate with marketing and sales teams to optimize lead generation strategies.
- Stay informed on industry trends and company offerings to articulate value propositions effectively.

QUALIFICATIONS

- Must meet our value system.
- Strong communication and interpersonal skills.
- Self-motivated with a drive to meet and exceed goals.
- Ability to quickly learn and articulate product knowledge.
- Experience in sales or customer-facing roles preferred but not required.
- Self-motivated, deadline-oriented, and committed to continuous skill development.

TO BE A TEAM MEMBER AT BIS, WE REQUIRE THESE VALUE SYSTEMS :

Follow Through

Solve all items and provide updates

Humble

Not arrogant

Heart to Serve

Genuinely care about others

Integrity

Do the right thing

Heart to Learn

Care about your craft and want to improve in life

Perspective

Don't take yourself too seriously, and family is priority

