

Company: Nudge Software Inc.

Website: <https://nudge.ai/>

Location: Toronto, ON Canada

Job Title: Business Development Associate

Reports to: Director of Sales

Please send all inquiries to: info@neednudge.com

Who is Nudge?

At Nudge we are focused on bringing the business world closer together, one “nudge” at a time. We are doing this with a cloud-based platform that tracks professional interactions to measure the strength of relationships, analyze how this applies to target accounts or opportunities, and use artificial intelligence to deliver the right messages at the right time. After creating the world leading marketing automation platform (Eloqua, sold to Oracle for \$957 million in 2013), our co-founders realized that we are now in a relationship economy, where people buy from people they know, like and trust. In a world that’s becoming overloaded with information, it’s becoming harder to build trusted, authentic relationships with buyers and customers – Nudge.ai was built to assist professionals to build real relationships again.

Role Description

The BDR is the front line of the sales organization at Nudge.ai. This role is responsible for creating new opportunities with qualified leads, by prospecting through email, phone, linkedin, etc. You will have a strong work ethic and willingness to reach out to prospects, capture their curiosity and convert that into a meeting with our sales executives. You will collaborate closely with marketing to drive successful campaigns based on content or events. Being the first point of contact with clients, you are responsible for setting the tone and delivering feedback to our product teams to create the future of our platform.

- Prospecting new business opportunities with qualified leads
- Nurturing contacts until they are ready to evaluate Nudge.ai
- Developing strategies to capture the interest of new leads
- Collaborating with marketing to ensure the effectiveness of campaigns
- Delivering feedback to product teams to evolve our platform direction
- Ownership of the qualification stage of the sales process

Skills and Experience

- 0-2 years of business development experience
- University degree in a relevant field
- Strong communicator (written and verbal)
- Comfortable with cold prospecting to help the team build pipeline
- Coachable to learn from executives and clients
- Passionate about using technology to solve real-world problems

Perks

- Work with an excellent team – including the co-founders of Eloqua (sold to Oracle for ~\$1bn)
- Health and wellness benefits provided by League – drug, disability, health spending account
- 15 vacation days and 5 personal days. Flexible hours to work remote when needed.
- Opportunities to travel to attend industry conferences (quarterly)
- Competitive salary and commission plans
- Join the One Eleven startup community
- Fully stocked beer fridge