

EMPLOYER INFORMATION

COMPANY NAME

Activated Insights
2194 Snake River Parkway #106, Idaho Falls
(541) 733-2119

EMPLOYMENT OPPORTUNITY CONTACT PERSON

Email Jackie Watson at jackie.watson@activatedinsights.com

POSITION INFORMATION

POSITION NAME

Business Development Representative

Works with Manager of Business Development and other sales and marketing stakeholders. Understands the competitive landscape for post-acute care, the people we serve, and how our solutions assist those in our serviceable markets.

Effectively articulate the Activated Insights value proposition to prospective customers.

Create new contacts and leads in our CRM and supporting sales systems to nurture, while actively building a pipeline of qualified sales opportunities.

Utilize best-in-breed technology such as Hubspot, Salesforce, Zoom, Docusign and Outreach.

Maintain up-to-date records of accounts, prospects and interactions, while surfacing viable targets to the Account Executive team.

Meet a quota of activity sequences that include outbound calling, emailing and other interactions that ultimately lead to Qualified Sales Opportunities and Closed Won business.

Work with counterparts in sales to identify qualification improvements and ensure only qualified leads are transitioned to the right stakeholders.

Proactively provide closed-loop feedback on programs, messaging and processes to ensure continuous optimization and improvement.

Ensuring that all current and potential customers who have expressed interest in learning more about the Activated Insights programs and services are contacted in a timely and efficient manner and in conjunction with the established company guidelines.

MINIMUM QUALIFICATIONS

Team player, with a strong self-starter attitude.

Familiarity with sales and marketing activities as it relates to B2B operations, with an understanding that we will help develop your sophistication in these areas.

Knowledge and use of consultative selling methodologies is preferred.

High-caliber phone and listening skills. You must be engaging, compelling and articulate over the phone, and professional in email communications.

Ability to establish credibility and rapport with new people, while handling objections and educating prospects in a consultative manner.

Confident, positive, energetic, professional and team-oriented attitude.

Self-motivated with the ability to prioritize and manage competing demands in a fast-paced environment.

Has excellent organizational, time management, and follow-up skills

Ability to build meaningful connections and rapport quickly and loves meeting new people

Successfully working independently as a member of a close-knit team

Career and goal-oriented with interest in a professional sales career.

Flexibility to adjust to dynamic work environments with the ability to contribute to growing and improving team processes.

SALARY/ WAGE RANGE

No Answer Provided

EMPLOYMENT TYPE

Full-Time

CLOSING DATE

12/31/2026

APPLICATION INFORMATION

APPLICATION INSTRUCTIONS

Click the following link: <https://activatedinsights.com/careers/>

ADDITIONAL INFORMATION

We are always looking for great talent.