

# Spark

Spark Cooperative | 7275 NE 4th Ave. #110, Miami, FL 33138 | (786) 529-2667

**Position:** Business Development Representative (Full-Time)

**Location:** Remote

## About Spark Cooperative

Spark Labs is the technology branch of Spark Cooperative a hospitality consulting group in Miami, FL. Spark Labs designs, builds, and innovates proprietary software that operates in some of the most innovative hospitality brands. We are a leading provider of software solutions for the hospitality industry, specializing in cruise ships and resorts. Our innovative technologies enhance guest experiences, streamline operations, and drive revenue growth for our customers around the globe.

As the BDR, you will lead initiatives to generate and engage with business partners to build new business for the company. You will be focused and have strong communication skills. You should be able to think critically when making plans and have a demonstrated ability to execute a particular strategy.

## RESPONSIBILITIES

- Identify client opportunities
  - Conduct thorough research to identify potential leads within the hospitality industry
  - Utilize various online platforms and social media channels to gather relevant information about potential leads
- Develop new relationship leads in an effort to grow business and expand the company's market size
  - Engage in meaningful conversations with leads to assess their current challenges and requirements
  - Qualify leads based on their level of interest and decision-making authority
  - Nurture leads through consistent follow-up emails and calls, building rapport and trust over time
- Participate in client outreach
  - Craft compelling cold email templates tailored to different segments within the hospitality industry

- Initiate contact with potential leads, introducing our software solution and highlighting its benefits
  - Personalize email communication to resonate with the specific needs and pain points of each prospect
- Maintain existing business relationships
  - Regularly communicate with clients to gather feedback, address concerns, and provide ongoing support
  - Proactively identify opportunities to add value to existing client relationships through additional products or services
- Employ critical thinking in strategic planning to ensure project success
- Coordination via Spark's tools: Slack, Google Drive, E-mail, and others

## **REQUIREMENTS**

- Bachelor's degree or equivalent experience
- 3 - 4 years of industry experience related to business development
- Strong communication and interpersonal skills
- Proven knowledge and execution of successful sales development strategies
- Focused and goal-oriented
- Highly organized with excellent time management skills, capable of multitasking and prioritizing tasks effectively
- Must be fluent in English, with strong written and verbal communication skills; additional languages are a plus
- Familiarity with Apollo.io and email sequencing is a plus