

# Business Development Representative - Driftscape

## **The Role**

After an incredible year, we are growing our sales team! We are looking for an energetic, hardworking, and outgoing business development representative who is excited by the opportunity to work for a growing startup. You may not have a lot of sales experience yet, but you are excited to learn this skill and to utilize your excellent interpersonal skills to work daily on customer generation. In this important role you will be responsible for assisting Driftscape expand its customer base into new provinces and states by generating leads, contacting potential customers via phone and email, and scheduling product demonstrations.

Speaking with tourism organizations and destination marketers across North America, you'll also have the chance to learn about the amazing sites, stories and hidden gems there are to explore like the tunnels of Moose Jaw or the aqua blue lakes in the Interlake region!

Experience sales in an exciting new social enterprise that is making exploration and discovery easier and more engaging for users, communities and tourists.

## **Company Profile:**

Driftscape is a 100% Canadian startup whose core product is a local discovery and travel app. The Driftscape app is an innovative platform used by municipalities and unique cultural organizations to share their stories, tours, scavenger hunts and hidden gems in an interactive and engaging fashion to a growing base of active users.

For users, the app is a free personal guide that helps them explore their surroundings from the point of view of diverse local experts. The app also helps users discover places of interest, events, and tours from a growing list of content partners.

Available on iOS and Android devices, Driftscape is an ad-free platform dedicated to making local culture easier to discover. There are currently over 60 organizations using the app to share their stories and over 7,000 points of interest, events, and tours across Canada.

## **Driftscape Team:**

We are a group of experienced tech professionals that aim to drive growth, both for the company as well as for each team member. We believe in teamwork, transparency, and innovation. There is never a dull day at Driftscape!

## **Why work at Driftscape?**

- Be part of a fast growing startup company - excellent career growth opportunity
- We're a passionate mission-focused team
- Ability to work remotely, learn fun facts that help you increase your general knowledge about Canada: help you break the ice in an awkward social setting, and become and an explorer
- Learn new skills from different work areas (as a growing startup our team members wear many hats )

<b>Job Title:</b>	Business Development Representative	<b>Job Category:</b>	Sales
<b>Location:</b>	Toronto/Remote	<b>Travel Required:</b>	Minimum
<b>Pay:</b>	\$45,000 base plus performance bonus	<b>Position Type:</b>	Full time
<b>Contact Person:</b>	Marcia Nykamp - Director of Sales	<b>Work hours:</b>	40 hours a week

Applications Accepted By:

EMAIL: [MARCIA.NYKAMP@DRIFTSCAPE.COM](mailto:MARCIA.NYKAMP@DRIFTSCAPE.COM)

Subject Line: Application: Business Development Representative

Job Description

**ROLE AND RESPONSIBILITIES**

- Lead generation, document and report on research results
- Reach out to prospects through cold calling and email campaigns
- Schedule product demonstrations
- Successfully overcome customer objections
- Meet and exceed monthly demonstration targets - excellent bonus earnings potential
- Coordinate sales effort with team members and other departments
- Analyze territory/market segments, track sales and status reports
- Attend related events or networking sessions to identify potential leads
- Research and provide management with reports on prospect needs and interests
- Assist with the creation of email campaigns
- Perform other relevant duties as assigned

**QUALIFICATIONS AND SKILLS**

- Customer support, cold calling experience, or other customer-focused engagement
- Friendly, outgoing personality
- High attention to detail
- Team player mentality
- Comfortable in a small team, self-directed remote work setting
- Excellent verbal and written communication skills
- Self motivated and target driven
- Prioritizing, time management and organizational skills
- Relationship management skills and openness to feedback
- Knowledge of Microsoft tools and Google GSuite/Documents
- Experience with Hubspot CRM a bonus