

DEMAND GENERATION REPRESENTATIVE

RTMC, a leading innovator in the technology services industry, is seeking a candidate for the role of Demand Generation Representative. Demand generation programs and activities for training offers and technology consulting will be the primary focus of this role. The Demand Generation Rep will play a critical role as follows: 1) Support the design and execution of inside selling campaigns to selected target markets 2) Close deals 3) Help extend our demand generation outreach to the company’s core consulting business where appropriate. The Demand Generation Representative reports to the company VP of Marketing.

The right candidate will possess valuable business to business sales and marketing skills. The right candidate will also be proactive and success driven, with the opportunity to grow our sales function and gain additional responsibility.

SUMMARY RESPONSIBILITIES

Engage people in the corporate marketplace who have responsibility for IT service delivery within their company. This position is responsible for:

Responsibility	Description
Pre-Sales/ Marketing	<ul style="list-style-type: none"> • Develop valid target prospect lists using provided tools such as LeadLeaper and LinkedIn and conduct proactive sales/marketing campaigns with content provided by marketing • Collaborate with Marketing for messaging and creative development to build strong demand generation material • Lead the company’s efforts to build, manage and utilize segmented marketing to achieve our demand generation goals
Sales	<ul style="list-style-type: none"> • Diligent proactive follow up via email and phone to each prospective buyer for each campaign • Communicate the benefits of target RTMC offers • Coordinate any RTMC expertise needed to answer deeper questions and bring closure for all sales opportunities • Close deals
Activity Tracking	<ul style="list-style-type: none"> • Daily tracking of all required metrics such as calls, emails sent, leads followed-up, enrollments/sales confirmed
Documentation	<ul style="list-style-type: none"> • Use available systems to document status on all in-progress opportunities as well as those deferred for future follow up • Regularly report performance of demand generation programs to illustrate the impact on the company’s business
Program - Improvement	<ul style="list-style-type: none"> • Recommend ongoing changes to demand generation programs which enhance our effectiveness in reaching our target prospects, and which help us build increasing sales volumes

SUMMARY KPIS

The Demand Generation Representative will be measured on the following Key Performance Indicators (KPIs):

Metrics	Description
Revenue	<ul style="list-style-type: none"> Manage to meet or exceed assigned goals for RTMC offer revenue
Activity	<ul style="list-style-type: none"> Manage to specific daily activity targets such as call conversations, targets developed using tools provided, campaigns initiated, opportunities progressed, emails launched, opt-ins to RTMC's database; these KPIs will be provided in a separate document and subject to change based on business conditions
Overachievement	<ul style="list-style-type: none"> An incentive program will be provided for achievement of specific metrics including recognized revenue

COMPETENCIES & KEY SELECTION CRITERIA

- ❑ **Experience:**
 - ❑ Relevant education in sales and marketing
 - ❑ 2+ years of inside sales experience
 - ❑ Demonstrable strength in hands on use of technology and software tools (MS office, LinkedIn, Windows, Salesforce or similar marketing automation software)
 - ❑ Experience in self driven success or commitment to team goal achievement
- ❑ **Personal Profile:**
 - ❑ Confident, self-driven leader
 - ❑ Highly focused on tasks
 - ❑ Strong oral (phone based), written and interpersonal skills
 - ❑ Commitment to achievement of goals
 - ❑ Highly organized and can perform in a structured high expectations positive environment
 - ❑ Integrity
 - ❑ Thrives on positive feedback for improvement and wants to learn
 - ❑ Proactive with recommendations for improvement, role activities, and other matters which will improve overall business performance
- ❑ **Education:**
 - ❑ A Bachelor's degree with 3.0 GPA or better
 - ❑ Life experience appropriate for this role

Location

This position is located at our company HQ facility in the Eastgate area of Cincinnati. This is not a work from home position.

Compensation

This role is a full-time salaried position, with additional incentives based upon meeting or exceeding sales goals or other KPIs as may be assigned by management. Salary will be commensurate with

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experience. RTMC also provides comprehensive benefits including paid vacation and sick leave, medical/vision/dental insurance, 401K with employer match, Flexible spending accounts and more.

About RTM Consulting

Specializing in Resource Management, Project/Portfolio and Knowledge Management, and Services Business Optimization, RTM Consulting helps IT hardware, software and support services organizations achieve the benefits associated with successful services portfolios. With its unique Just-in-Time Resourcing® solutions and Business Acceleration Services, RTM Consulting helps large, medium and small firms move beyond theory to practical application of industry best practices and achievement of exceptional results in the shortest possible period of time. For more information please contact RTM Consulting at info@rtmconsulting.net or www.rtmconsulting.net.

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