



## Business Development Representative

It's not often that a company changes the way an industry works, creating explosive growth. Through data, science, and technology, Agrify is fundamentally transforming the cannabis industry so is seeking energetic and motivated sales professionals who want to be a part of a winning team identifying, engaging and converting prospects to customers while making an impact. If you've ever longed for an opportunity to be surrounded by motivated, enthusiastic and supportive colleagues promoting products making both a commercial and a social impact, now's your opportunity to shine. With a "who's who" list of lighthouse brands in the industry, Agrify is a fast-paced and nimble hyper growth company on track to dominate the industry.

Agrify is a rapidly growing company that is becoming the most innovative and vertically integrated solution provider in the cannabis & hemp industry. We take pride in delivering the highest consistency, quality, and ROI for our valued customers. We have an immediate opening for a **Business Development Representative** in both our Cultivation and Extraction divisions wanting to make a highly visible impact on the company's growth. For more information about Agrify, check us out at [www.agrify.com](http://www.agrify.com)

### Job Description:

Agrify is seeking an experienced Business Development Representative (BDR). The BDR will be a critical member of Agrify's Marketing team, leading the qualification of inbound and outbound leads, assisting with lead generation and driving interest and engaging with prospective customers. The role will also be responsible for moving leads through the sales funnel and acting as the intermediary between the Sales and Marketing teams, transferring MQLs to SQLs in a timely, efficient manner. Additional BDR responsibilities include engaging leads from lead lists; prospecting for new customers; and working with Marketing to optimize lead gen efforts.

Results oriented, a prospecting machine, and expert at articulating product value, this self-starter will own and invest in their "franchise" to help drive the company's explosive growth. Motivated to succeed, collaborative, and evidence driven, the ideal BDR can communicate effectively, handle objections adroitly, and have the energy to immediately jump in the deep end with highly intelligent and motivated colleagues is a must.

### Responsibilities:

- Identifying, qualifying, and progressing leads through the pipeline from Suspect through MQL to SQL, then forwarding SQLs to Account Managers and/or RADs
- Qualifying and prioritizing leads from inbound and outbound sources
- Turning cold leads into warm leads before passing to the Sales team
- Qualifying our existing database of accounts and contacts
- Identifying client needs to suggest appropriate products/services
- Contributing to refinement of lead generation through cold calling, business-to-business selling and other methods
- Identifying and/or pre-qualify sales leads through online research, proactive calling, emailing and messaging
- Contacting potential clients through cold calls and emails
- Proactively seeking new business opportunities in the market
- Providing input for and updating Agrify's customer profiles, lead segmentation and lead scoring process
- Identifying and optimizing channels delivering the most profitable and likely to convert leads
- Working with marketing to measure and optimize tactics: A/B testing, CTAs, imagery, copy
- Fully utilizing the Hubspot CRM tool; ensuring marketing team is inputting accurate data
- Reporting to the marketing director on (weekly/monthly/quarterly) lead generation and progression results

- Maintaining knowledge of Agrify's new products/services and new pricing/payment plans
- Disseminating relevant market intelligence to company management as identified in the course of normal prospecting and data gathering activities
- Remain current on contemporary issues or challenges faced by prospects in the cannabis industry

### **Skills and Qualifications:**

- Experienced in qualifying and prospecting for leads in a B2B and/or SaaS environment
- Solid knowledge of the cannabis industry
- Strong research skills combined with effective written and verbal communication skills
- A confident, determined, tenacious mind-set
- Ability to thrive in a high-performing team in a hyper-growth environment
- Excellent written and verbal communications skills with confident tonality
- Outstanding listening skills
- Strong self-motivation coupled with the key critical BDR characteristics: intelligent, passion, proactive, and competitiveness
- Bachelor's degree or equivalent
- Experience in the cannabis, or related industry a plus
- Two+ years' experience as a BDR in a B2B environment
- Significant knowledge of and experience with Hubspot or similar CRM tool
- Proven effectiveness as a self-directed lead qualifier with a strong work ethic
- Proven success at following and optimizing lead gen/sales funnel process from suspect through SQL
- Proficiency in authoring tools such as Google Suite and Microsoft Office applications.
- Proficient in Hubspot's sales automation platform for inbound and outbound engagement

In addition to excellent growth opportunities, Agrify provides competitive compensation, a benefit package that includes medical, dental, and vision insurance, a 401K plan, and PTO time. If you believe you will be a strong fit for this position and has what it takes to become a valued member of our high-quality team, then contact us at [opportunity@agrify.com](mailto:opportunity@agrify.com)