

# Inside Business Development Representative

## Description

Within Barco Healthcare EMEA, we are looking for a talented and competitive Inside Business Development Representative (BDR) that thrives in a quick sales cycle environment.

The successful candidate will play a fundamental role in achieving our ambitious customer acquisition and revenue growth objectives in both product and service sales. It is a strong asset to have experience selling software based solutions. The role works across our different Healthcare segments (Diagnostic, Surgical, Interactive Patient Care) and covers different countries within EMEA.

You must be comfortable:

- Working against sales targets (lead & opportunity creation)
- Making dozens of calls per day (generating interest, qualifying prospects and closing sales) – typically 70% of your time
- Working with both end-users at the hospital and selected channel partners

The role works closely with both our central EMEA team and regional sales manager(s).

### Main Tasks:

1. Source new sales opportunities through: social selling, inbound lead follow-up and outbound calls & emails. Driven by both sales initiatives and marketing campaigns
2. Qualify and route selected opportunities to the appropriate sales executives for further development and closure
3. Quote and close smaller sales deals independently
4. Achieve quarterly quotas in lead and opportunity creation
5. Research accounts, identify key players and generate interest through on-line (social selling) and off-line means
6. Prospect, maintain and expand your database of prospect accounts within your assigned territory
7. Perform effective online demos to prospects
8. Follow-up on demo's and close the deal
9. Understand customer needs and requirements
10. Keep up-to-date records in the company's CRM system
11. Ensure customer expectations are exceeded at every touchpoint

## Qualifications

- Bachelor degree or equivalent combination of education and experience in (remote) selling of software based solutions is a strong asset.
- 3 years of (inside) sales or service selling experience is an asset.
- Language skills: native French, Very fluent in English and Spanish, Italian is a plus.
- Track record of over-achieving targets
- Strong phone presence and experience dialling dozens of calls per day
- Proficient with corporate productivity and web presentation tools
- Experience working with a CRM system, like SAP CRM, is an asset
- Excellent verbal and written communications skills
- Strong listening and oral-presentation skills
- Ability to multi-task, prioritise, and manage time effectively
- Must be adaptable, professional, courteous and motivated, and must work well individually or as a member of a team

## Primary Location

EMEA-BE-West Flanders

Apply via [this link](#).