



Business Development Representative

CONFIDENTIAL

POSITION DESCRIPTION & OPPORTUNITY OVERVIEW

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Job Title: Business Development Representative
Marketplace Titles: Business Development Rep, Sales Development Rep
Reports to: VP Sales
Comp Range: \$40,000-60,000
Direct Reports: No
Location: Remote/Virtual
Travel: 0%
Profile: enthusiastic, resilient, creative, and driven by the 'hunt' of sales

Internal Description of Role

Company Description:

A rapidly growing Travel Technology SaaS business managing 45M+ corporate traveler profiles and relationships through serving over 250 travel management companies and large enterprises. Founded in 1996, Grasp Technologies is the leading provider of travel data management, visualization and payment solutions in the travel industry. Initially founded to address the critical need for customized reporting and data management in the travel industry, we have held to our belief in helping our customers thrive and to succeed by transforming data into useful intelligence. Grasp Technologies was among the first to offer a comprehensive travel data normalization and analytics solution that combined powerful features, such 3rd party hotel data verification and reconciliation, with a highly configurable data visualization and reporting engine. Since its founding, Grasp Technologies has been at the forefront of data management innovation in the travel industry and today is also enabling innovation in travel related payments utilizing virtual credit cards.

Our Value Proposition:

Grasp consolidates data from numerous different sources and cleanses, normalizes, and standardizes the data to help enterprises, travel agencies, and travel suppliers meet safety and compliance requirements, drive travel program design and efficiencies, produce reliable reporting and business intelligence, increase revenue and retention, and optimize vendor selection and travel ROI.

Mission of the position:

A Business Development Representative (BDR) is responsible for generating new business opportunities. The mission of the role is to generate Marketing Qualified Leads and Sales Qualified leads by researching, identifying, and contacting potential customers. The objective is to setup customer meetings and demos with the sales organization. BDRs strive to accelerate the quality and pace of sales pipeline creation while utilizing Grasp's sales systems and processes.



Key Criteria / Requirements:

- A self-starter attitude and a desire to learn, grow and excel in their role
- Enthusiastic, resilient, creative, and driven by the ‘hunt’ of sales
- Passion for sales and business development, and desire to advance in the sales role
- Ability to establish and achieve goals
- Abilities to multitask, take initiative, prioritize, and manage time effectively
- Excellent written and verbal communication skills
- Ability to effectively communicate through phone, email and social media channels
- Strong organizational skills
- Experience in a virtual team environment and working independently
- Experience with web research utilizing search engines and databases
- Experience with CRM software, HubSpot preferred
- Proficiency with Microsoft Office
- Experience with social medial and digital marketing tools preferred
- Experience with data scraping and digital prospecting tools preferred
- Willingness and ability to learn how to qualify leads from marketing campaigns
- Ability to learn Sales Performance Metrics
- Previous customer experience working in a sales or service capacity, preferred
- Previous experience reaching or exceeding monthly activity goals/quotas
- 1-3 years of working experience
- Bachelor's degree, strongly preferred
- Interest in the Corporate Travel Industry and technology

A = demonstrated strengths predict positively for success against this accountability
 B = capabilities suggest some success here, but likely incomplete or in a sub-optimal time frame
 C = definite weakness; unlikely to succeed against this accountability

Measurable Accountabilities/Outcomes:

	Metric	Rating	Notes
Become Proficient in Communicating Grasp’s Value Proposition and Using Sales Systems and Documenting Activities	<ul style="list-style-type: none"> • 30 Days: <ul style="list-style-type: none"> ○ Can effectively tell Grasp’s “story” ○ Able to log new leads in CRM ○ Able to setup multi-touch campaigns ○ Able to log all activities in CRM 		
Meet & Exceed Sales Activity Goals and Quotas	<ul style="list-style-type: none"> • 60 Days: <ul style="list-style-type: none"> ○ 25 calls per day ○ 25 emails per day ○ 5 connects ○ 3 demos/meetings per week 		



Key Personality Attributes at Grasp:

Intellectual

- Intelligence / Analysis Skills
- Judgment / Decision Making

Personal

- Honesty
- Resourcefulness / Initiative
- Excellence
- Efficiency
- Work Ethic & Sense of Urgency

Interpersonal

- Communications Oral / Written
- Listening Skills
- Receiving & Giving Feedback

Motivational

- Energy/Drive/Enthusiasm/Passion
- Tenacity

Responsibilities

- Proactively seek new opportunities within an assigned segment of potential customers through prospecting phone calls and email communication
- Generate Marketing Qualified Leads and Sales Qualified leads by identifying, researching, and contacting potential clients
- Qualify prospects as Marketing Qualified Leads and Sales Qualified leads using the correct agreed upon criteria with the sales organization
- Schedule discovery calls to hand-off qualified prospects to the Sales team
- Document all activities (phone and email outreach)
- Meet and exceed monthly lead goals with the support of the Sales team
- Complete 100+ outbound cold calls and customized emails per month using HubSpot
- Develop and maintain superior relationships with prospects and customers
- Gather customer and partner feedback and relay to management to improve customer offerings and increase customer engagement
- Mature and develop marketing qualified leads with a focus on engaging and qualifying prospective customers
- Understand prospective customers' needs and pain points, and effectively present our value proposition to them; accurately communicate information learned to Sales Managers to hand over opportunities
- Arrange and confirm virtual meetings between Sales Managers and prospective customers
- Use systemic sales methodologies and sales scripts to support progression of deals through the early stages of the sales cycle
- Use HubSpot to manage database of prospects and customers and to accurately track activities and progress
- Report to Sales Management on activities, results, and outcomes
- Learn and stay up to date on Grasp's products, value proposition and positioning

Working at Grasp...

Our Core Belief:

Happy Employees, Happy Customers – Everyone Wins

We Are:

- Genuine
- Relentless
- Audacious
- Scrappy
- Passionate
- Virtuous
- Talented

We Offer:

- Competitive compensation and benefits
- Virtual/Remote work environment
- Any equipment you need to do your job
- Paid training and vacation
- Mentorship and coaching from leadership and opportunities for growth
- FUN, diverse, open-minded coworkers!

SENIOR MANAGEMENT



Erik Mueller
Chief Executive Officer

Erik is the CEO and Founder of Grasp Technologies and has led the business since 1998. Prior to founding Grasp, Erik was the CEO of Creative Computer Resources, a managed services provider in the travel technology market, which was eventually rolled into Grasp.

Erik is the leading expert in the field of travel technology. He and his team at Grasp have created countless solutions for travel agencies worldwide to improve productivity, generate revenue and dominate their competition.

Erik has been honored as one of the Top 25 Most Influential Executives in the Travel Industry, and was responsible for creating the first automated graphic reporting system for the travel industry. He is considered the foremost expert on data consolidation and visualization in the Travel Industry space. Recently he released the first tablet compatible business intelligence tool for managing travel data.

In addition to serving as the President and CEO of Grasp Technologies, Erik is serving a fifth year as a board member of the San Diego Business Travel Association and frequently contributes to article for numerous industry publications and blogs.

Erik is a self-taught software developer, turned CEO. In his past life, Erik was a musician and a member of a punk-rock band in Ohio.

Erik attended The Ohio State University with a focus in Photography and Cinematography.



Mike Rozenfeld
Chairman of the Board

Prior to working Grasp, Mike was the CEO of Attainia, Inc., a healthcare SaaS business providing capital equipment planning and budgeting solutions to hospital systems. Attainia was acquired by TA Associates in 2021. Prior to leading Attainia, Mike was the Managing Partner at Prometheus Health Partners, an innovative investment company focused on healthcare information technology and business services.

Previously, Mike was a Vice President with The Channel Group LLC, a healthcare venture development and management firm, where he advised growth stage medical device and healthcare software companies on capital raising and growth strategies.

Prior to The Channel Group, Mike led business development activities at AT&T ForHealth, the mobile and digital health division of AT&T. While at AT&T, he completed a number of commercial agreements and managed the launch of mobile health solutions, including AT&T EverThere mPERS and Remote Patient Monitoring Solutions. Mike was an investment associate at SFW Capital Partners, a middle-market private equity fund, focused on analytical services and instrumentation. He conducted market diligence, financial modeling, and business plan development for several private equity transactions deploying over \$100M of capital.

Mike started his career as a management consultant with McKinsey & Co in New York, where he was a member of the Corporate Finance practice.

Mike holds a BBA (magna cum laude) from the Ross School of Business at The University of Michigan.

WHY IS THIS A COMPELLING POSITION FOR A TOP QUALITY PROFESSIONAL TO CONSIDER?

Grasp Inc. is a fun place to work! Their market leadership, financial stability, and small company environment provide the right blend of an entrepreneurial culture in an established business. The right person will have the opportunity to partner with the CEO and senior team to create a long lasting legacy by participating in the decision making and setting the strategic direction of the company. They will become partners with a world-class investment group and share in the wealth creation opportunity.

COMPENSATION

The role will provide a solid compensation offering that will match the success and the skills of the candidate. The basic framework will include a competitive base salary and a sales team commission plan. The company pays for top performance and the right leader can truly achieve impressive financial results from this job. Salary and structure will be based on the verified earnings history of the candidate selected. In addition, a compelling ownership package will be offered to the selected candidate. Grasp will provide a solid overall benefit offering.

LOCATION – YOUR HOME OFFICE

Grasp is a virtual company with presence in San Diego, CA, Columbus, OH, and Jacksonville, FL. Grasp embraces the remote working environment and builds its culture and processes with the focus on attracting top talent regardless of their location.



INTERVIEW PROCESS

Grasp provides candidates with best in class hiring process grounded in fact based measurements and information. We believe finding the best people for a role involves closely matching exact skills and attributes of candidates to the highly specific needs. Our entire process is built around identifying top quality candidates who fit the specifications clearly. To accomplish this, we utilize a Scorecard based process, which provides for improved hiring decisions and better fits for candidates and Grasp. To this end, our interview process will include:

- 1) Careful review of a candidate's resume and past accomplishments against the position specific Scorecard
- 2) Initial Phone Interviews with Grasp's executives
- 3) Predictive Index personality assessment
- 4) Face-to-Face Interview to confirm match and culture fit
- 5) Offer Presentation
- 6) Start with Grasp!