



Position Description

Position	Business Development Representative
Business Unit	Sales
Region	EMEA
Reports to	Head of Business Development and Sales Operation, EMEA
Direct Reports	None

About Energy Exemplar

Energy Exemplar is the global market leader in the technology of optimization-based energy market simulation. Our software suite, headlined by PLEXOS and Aurora, is used across every region of the world for a wide range of applications, from short-term analysis to long-term planning studies.

Driven by the frenetic pace of advancements in computing technology and mathematical algorithms, our people continually think of novel approaches and more realistic simulations that enhance decision making, create market opportunities that benefit us all and enable utilities and regulatory authorities to become smarter, more energy efficient and profitable.

Energy Exemplar continues to 'push the envelope', being first-to-market with the latest advances in mathematical programming and energy market simulation theory, as it strives to offer the most comprehensive simulation software to its customer base. Development continues to be headquartered in Adelaide, South Australia, led by Glenn Drayton and backed by a team with expertise in software development, operations research, economics, mathematics, statistics, and electrical engineering.

Our Vision and Core Values

Our **Vision** at Energy Exemplar is to empower our customers to achieve their optimal futures and we make every effort to accomplish this by living and breathing our **Core Values**:

CUSTOMER SUCCESS

- Solve the problems that matter
- Deliver solutions that drive outcomes
- Customers' success drives our business success.

ONE GLOBAL TEAM

- A place where everyone can do their best work
- Passionate about making a positive impact
- Collaborate, communicate and act as one team

INTEGRITY & OWNERSHIP

- Take ownership and be accountable for outcomes
- Value spirited debate then align behind decisions
- Operate at the highest standards

INNOVATION EXCELLENCE

- Frontrunners – relentlessly pursuing innovation and excellence
- Foster idea generation at all levels
- Create the future by pushing the boundaries of today

About the Position

The purpose of the Business Development Representative (BDR) role is to assist our company in expanding our customer base. The BDR's responsibilities include generating warm leads, soliciting potential customers, facilitating sales, and connecting customers with the right Internal resource.

To be a successful BDR, you should have excellent communication, interpersonal, and customer service skills. You should also demonstrate the ability to meet deadlines and have strong analytical and mathematical skills.

You will have the ability to demonstrate value offerings via Zoom / telephone calls and have the technical expertise to understand a complex SaaS offering.

Experience in solution and value selling is key and the ability to identify the right touch points in organisations is critical to the Business Development Representative's success.

Key Accountabilities and Duties

Sales Development	<ul style="list-style-type: none">• Developing sales strategies to draw in potential buyers or to solicit new potential customers.• Create target prospect lists and nurture existing lead database.• Initiating contact with potential customers through cold-calling or responding to inquiries generated from Website enquiries.• Creating relationships with customers to identify their potential needs and qualify their interests and viability to drive sales.• Moving solid leads through the marketing funnel, connecting them to a salesperson, and arranging in-person meetings, emails, or phone calls.• Following-up with potential customers who expressed interest but did not purchase any goods or services.• Collaborating with sales executives to ensure the company's goals and targets are met.• Understands how to use Salesforce and HubSpot and how to manage pipeline and opportunities.• Take ownership of pipeline quality and transparency for assigned sales areas• Ability to work with Marketing to set up webinar events to support market awareness.
KPIs	<ul style="list-style-type: none">• Calls per week• Contacts made• Leads generated• Quality and conversion of leads• Quality and transparency of managed pipeline• C Level introductions for SVP and CEO

Candidate Requirements

Required Education, Knowledge / Skills & Experience	E / D
<ul style="list-style-type: none">• A Bachelor's degree in Sales, Marketing, Business, or related field.	E

Required Education, Knowledge / Skills & Experience	E / D
<ul style="list-style-type: none"> Successful completion of coursework in sales techniques, marketing, and communication may be advantageous. 	E
<ul style="list-style-type: none"> Strong communication, interpersonal, teamworking, and customer service skills 	E
<ul style="list-style-type: none"> Good time management and analytical skills. 	E
<ul style="list-style-type: none"> Good telephone etiquette and computer literacy skills. 	E
<ul style="list-style-type: none"> Fluent in English, ability to speak other languages is favourable (French) 	E

Above all, to be successful in this role the successful candidate will have:

An undeniable passion for customer service – Must be committed to providing exceptional customer service and enhancing the overall experience of our customers in every interaction.

Outstanding attention to detail – Must have excellent attention to detail when analysing data and preparing / issuing reports for customers.

An analytical mind – Must have the ability to effectively analyse data and identify patterns / trends across situations that are not obviously related, and to identify key or underlying issues in complex situations.

Excellent interpersonal skills – able to work collaboratively, communicate effectively and have positive constructive relationships with internal and external stakeholders.

An ability to thrive with ambiguity - effectively cope with change, shift gears comfortably, decide and act without having the total picture, and handle risk and uncertainty

An ethical and professional approach as a role model and leader - fulfills economic goals and legal responsibilities, but also meets the **ethical** expectations imposed by social norms in conducting business.

Initiative – Must be proactive and have the ability to initiative actions based on own interpretation or understanding of varying situations.

Patience - Governments and energy organizations can move very slow, very fast and everything in between. Must be able to accommodate varying levels of commitment and timing and not push a situation that requires patience.

Emotional Intelligence – Must be able **recognize own feelings and those of others, and to manage emotions effectively themselves and in their professional relationships**

Resilience and Tenacity – Successful candidates will be willing to work under pressure in a dynamic environment.

Curiosity - We are looking for someone who is a lifelong learner. We want someone who is naturally curious and passionate about learning.

Excellent Communication - Spoken and written communications skills are tremendously important in this role. You will need to be an excellent communicator to be successful in this role.

Flexibility - Comfort with change and working in a sometimes uncertain environment will be key.

Key Stakeholder Relationships

This role works collaboratively with all Energy Exemplar staff, particularly:

- SVP EMEA
- Sales / Account Management / Solutions Team – EMEA
- EMEA Marketing lead
- Global Business Development Team