

MFP Automation Engineering is a trusted leader in the fluid power industry specializing in hydraulics, pneumatics, automatic lubrication systems, and electrical automation. Our approach to the market is from a technical, problem-solving aspect to best meet our customer's needs. Educating our customers about the advancements in automation technology is a passion for MFP and a driving force for growth. MFP is looking to hire a dedicated individual to fulfill our Business Development Representative position and join the MFP Sales Team.

Title: Business Development Representative (BDR)

Status: Full Time exempt/non-exempt

Department: Sales

Reports to: Sales Manager

Purpose of the Position:

The Business Development Representative (BDR) will have the primary responsibility of identifying and qualifying new customer opportunities for MFP through prospecting. This key member of the Sales Team will utilize multiple methods of communication to reach our targeted customers outreach (phone, e-mail, LinkedIn, etc.). The BDR will conduct discovery meetings of prospect customers both over the phone and through virtual meetings to recognize an appropriate fit for MFP's products & services. Following this discovery process, the BDR will identify the appropriate next steps for the customer and hand-off the qualified opportunities to the Outside Sales Team.

Duties:

- Prospect for new business opportunities for MFP
- Research companies to understand their business as well as identify and connect with Key Decision Makers
- Identify new opportunities and qualify for the Sales Team through initial discovery calls or meetings
- Build and maintain a healthy sales funnel of new prospects and qualified opportunities in CRM

Skills /Qualifications:

- Technical aptitude and curiosity, strong desire to succeed
- Time management skills and ability to hit targeted goals
- Excellent communication skills both written & verbal and the ability to present to an audience
- Growth mindset committed to personal and professional development
- Self-starter, motivated, and focused on team results

Compensation:

- Salary + Performance-based bonus
- Comprehensive Health benefits
- 401K with company match