

Digital Sales Development Specialist

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Company: SAP

Location: Buenos Aires

Category: other-general

Job Profile

The Digital Sales Development team guides and influences customers to take informed decisions in the early stages of their digital transformation journey by creating a world-class engagement experience. This team is responsible for building and nurturing pipeline of sales opportunities and incremental revenue aligned with the Sales and Marketing teams, focusing on prospecting into the SAP install base and net new name accounts, while nurturing leads into qualified opportunities within their assigned space. This team drives digital and high-quality engagement with potential customers delivering superior customer experience.

As a Digital Sales Development Specialist, you will work with a team focused on sourcing and nurturing demand to grow SAP's Cloud ERP & LoB footprint in NNN & IB across all industries, working with SAP & Partners resources, as well as Customers.

Key Responsibilities and Tasks

The purpose of this position is to extend SAP's market coverage in the dedicated segment by generating new pipeline through:

Creating and executing Demand Generation DG campaigns against a target territory (list of accounts). The typical DG campaign execution model revolves around a combination of emails, phone calls and social touches towards targeted prospects within assigned territory.

Executing specialized initiatives related to existing pipeline, such as recycling/reviving discontinued / disqualified leads or nurturing aged pipeline.

Nurturing leads received from other demand generation functions and progressing stalled pipeline

The Digital Sales Development Specialist (commonly referred to as Digital Sales Development Executive SDE) provides executive supports to several Account Executives and is usually attached to a regional Digital Hub. The Digital Sales Development Specialist is an active participant to the territory and account planning effort for their assigned list of accounts.

The Digital Sales Development Specialist generates and qualifies leads through proper means (cold calling, phone campaigns, email actions, etc) as agreed with management, and eventually hands over fully qualified leads to their assigned Account Executives for further sales progress.

The Digital Sales Development Specialist will be co-located in the Digital Hub. They will join territory and account planning to support the team and will be the future candidate pool for transition into sales roles.

Campaign Execution & Lead Management:

Responsible for qualifying and progressing Marketing Inbound leads

Document all campaign execution and lead/opportunity management activities as initially agreed in the DG Plan leveraging the adequate sales automation tools and running Video calls, virtual studio, digital innovation on a regular basis correctly, working together with their sales team and manager as necessary

Provide best in class digital experience and help the organization to become digital experts

Align with Sales colleagues for most effective territory planning and execution, covering all routes to market

Generate and Qualify leads through proper means (cold calling, phone campaigns, email actions, etc.) in alignment with management

Pass qualified leads to Sales resource for opportunity management and execution

Regularly review lead pipeline and progression. Proactively give qualitative and quantitative feedback to Marketing on campaigns using standard procedures and reports; recommend best practices as they are identified

Training & Enablement:

Participate enablement activities to enhance demand generation and product/solution skills, including but not limited to classroom training, e-learning or mentor-lead activities.

The Digital Sales Development Specialist completes and validates all enablement requested in a timely manner.

Experience and Language Requirements

Minimum 3 years of experience in Demand Generation or Inside Sales environment

Preferably Digital (Remote) Experience, specifically in high volume of customer facing experience, phone-centric work

High volume activity working environments, involving phone and a CRM/ Contact Management System

Fluency in English required

Fluency in any other regional language preferred

Bachelor's degree or equivalent business experience.

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