Job Description for Sales Development Representative - Marketing

<u>Job Status:</u> Exempt, Full Time

<u>Reports to:</u> Vice President, Marketing

The Company

Gray Matter Analytics is a rapidly growing early-stage company headquartered in Chicago, with offices in New York. Gray Matter Analytics Value-Based Care (VBC) Analytics Solutions provide value in three distinct ways.

- We partner with customers to deliver tailored solutions to optimize value-based care performance through our advisory and implementation services.
- We leverage a catalog of measure calculations and advanced analytic models, together with predictive insights to accelerate value through our business solution accelerators.
- Our solutions are delivered using our cloud-native, highly configurable CoreTechs® engine.

We transform healthcare organizations into data and insights-driven enterprises. We bring the right insights to the right stakeholder at the right time to improve decision making and outcomes, and lower cost, improve quality and enhance VBC performance.

Primary Job Functions

The Sales Development Representative (SDR) position contributes to Gray Matter Analytics' continued growth and success by identifying, researching and reaching out to prospective clients to discuss and communicate Gray Matter's products and services clearly and concisely. SDR will be able to present Gray Matter's unique value proposition, support high-volume prospecting activities and proficiently use processes, technologies and tools to support pipeline growth and lead conversion.

Uses internal data, along with market and competitor research, and monitors trends in the payor and provider markets and activities of competitors. Supports all stages of the sales cycle, through customer relationship management (CRM) system maintenance, data analysis and lead management, sales materials and presentations, process optimization, communication and reporting.

Essential Job Functions

- Partner with the sales team to understand client problems and demonstrate how Gray Matter can help solve these challenges
- Develop demand generation initiatives, working closely with subject matter experts across the different teams, and take responsibility for follow-up activities to be able to properly qualify and advance marketing leads
- Collaborate with the Sales teams to define sales process steps to improve conversions, shorten sales cycles and maximize wins

- Conduct research about prospects as required and perform email and phone follow-up / outreach efforts for marketing qualified leads, with the goal of converting them to sales qualified leads
- Communicate with product development and delivery teams to stay abreast of the rapidly changing product and enable the sales team to bring that knowledge to clients
- Perform secondary market research for analyzing Gray Matter's competitor landscape and competitor product offerings
- Work with sales team to provide support for development of proposals, statements of work, RFP / RFI requirements and other necessary sales support materials
- Manage events and conferences that Gray Matter will participate in or sponsor, handling registration, logistics and pre-event campaigns
- Maintain marketing automation and CRM platform (HubSpot) to support sales and marketing initiatives (i.e., sales pipeline maintenance, reports and dashboards, demand generation campaigns, social media awareness, etc.)
- Utilize sales tracking tools and report on important information, using tools like Definitive Healthcare and Google Analytics
- Other duties as assigned

Qualifications & Desired Skills
- Requires a bachelor's degree in Business, Communications or a related field
- Two to three years of sales / marketing support experience, preferably in healthcare / healthcare IT / SaaS industries
- Proven success in building qualified pipeline and identifying new opportunities
- Experience with CRM solutions such as HubSpot, Salesforce, etc.
- Knowledge of Microsoft Office Suite and healthcare databases
- Strong process management and analytical skills
- Ability to work in a dynamic environment, be self-directed and meet deadlines across a variety of projects
- Ability to conduct competitive market research to gain business intelligence to be utilized in prospecting and demand generation
- Strong interpersonal skills, including the ability to work in a cross-functional environment and communicate with all levels of the organization
- Ability to work under pressure and apply good time management skills to meet goals
- Highly motivated and willing to work within a fast-paced environment with an innate sense of urgency
- Sensitivity to and discretion in handling confidential information

Gray Matter Analytics is an Equal Opportunity Employer. Gray Matter Analytics does not discriminate on the basis of race, religion, color, sex, gender identity, sexual orientation, age, non-disqualifying physical or mental disability, national origin, veteran status or any other basis covered by appropriate law. All employment is decided on the basis of qualifications, merit, and business need.