



## LASSO Job Description

**Company:** LASSO

**Team:** Sales

**Role:** Sales Development Rep (SDR)

**Location:** Charleston, SC or Atlanta, GA preferred (hybrid)

### About LASSO

LASSO is the all-in-one platform where event companies work. We provide project management, inventory management, and workforce management software that helps event companies with:

- Growing revenue
- Streamlining operations
- Controlling costs
- Minimizing risk
- Real-time insights
- Attracting AV talent
- Producing events

**Our mission** is to inspire change for forward-thinking companies in the event and entertainment industry by bringing transformative solutions to the people that make exceptional performances happen.

Our customers produce events like the Super Bowl, The Oscars, The Grammys, NFL/MLB, Dreamforce, CMA's, etc.

LASSO is proud to have been named a Best & Brightest Company to Work for the last five years (2018-2022) and one of Inc. 5000s fastest growing companies in 2022 (#1155, overall and #146 in technology).

## About the Role

If you enjoy working in a fast-paced, entrepreneurial atmosphere where you're recognized and awarded for hard working, great ideas, read on. We're looking for an experienced, high performing Sales Development Representative (SDR) with a history of selling technology, products and/or services.

## Responsibilities

- Leverage your past cold calling and/or lead generation experience to communicate with potential clients via phone, e-mail, video, and LinkedIn to develop an interest in LASSO's industry changing software.
- Leverage tools like HubSpot, Vidyard, LinkedIn and Seamless.ai to identify and penetrate net-new accounts for account executive team.
- Educate the market and prospects of LASSO to generate new opportunities for the sales team.
- Become an expert at identifying contacts and targeted lists of prospects.
- Conduct sales development best practices with e-mail, phone, video and social drips used to connect with new prospects and accounts.
- Navigate through complex org structures to ensure targeted communications.

## What Will Make You Successful

### → Essential qualifications

- At least one year of experience in an SDR role (additional sales roles are a bonus!)
- Bachelor's degree required.
- High-volume outbound cold calling experience.
- Strong written acumen.
- Experience with pitching complex, multi-faceted solutions over the phone.
- Proven ability to juggle multiple tasks throughout the day with a keen attention to detail.
- Seeks out coaching and feedback from leadership, then effectively implements advice from manager.
- Detail oriented. Resourceful. Able to manage time effectively. Goes over, under, around and through obstacles to achieve success.
- Self-starter
- Consistent track record of exceeding sales targets and KPIs

### → Preferred qualifications

- Experience with HubSpot or other CRM desired.

- Experience using outbound cadences or sequences.
- Strong social (LinkedIn) presence.

We look for individuals that align to our core values: Believe the Best, Act with Purpose, Champion Success, Think Like an Owner, Be a Trailblazer, Saddle up.

### **Benefits**

- + Hybrid work environment
- + Competitive salary
- + Health, Dental, Vision, STD/LTD coverage, starting Day 1
- + 401k match
- + Educational Assistance
- + Professional Development stipend
- + Flexible PTO
- + Technology tools to do your best work
- + Awesome co-workers

### **Come join us and apply now!**

<https://forms.monday.com/forms/9abf67e5b155c48acf59113011617ff6?r=use1>

\*Disclaimer: This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of you. Duties, responsibilities, and activities may change, or new ones may be assigned, at any time.\*