



Sales Development Representative

Company: LASSO

Team: Sales Development

Reports to: Director, Business Development

Location: Remote – Charleston or Atlanta preferred

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 recognized as a Best & Brightest Company to Work For for seven consecutive years (2018-2024). In 2022, we were named one of the Inc. 5000's fastest-growing companies, ranking #1,155 overall and #146 in technology. We are also honored to have been featured on Inc.'s prestigious Best Workplaces list for 4 years in a row!

About the role:

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

What you will do:

- Leverage your past cold calling and/or lead generation experience to communicate with potential clients via phone, email, 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 the 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 email, phone, video and social drips used to connect with new prospects and accounts.
- Navigate through complex org structures to ensure targeted communications.

Essential qualifications

- At least 1 year of experience in an SDR Role (additional sales roles are a bonus!)
- Bachelor's degree required
- 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.

Preferred qualifications

- Experience with Hubspot or other CRM desired
- Experience using outbound Cadences or Sequences
- Strong social (LinkedIn) presence

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 our growing team!**

Apply here: <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.