



Responsibilities

BDR (Business Development Representative)

A BDR focuses on the strategic aspect of sales by identifying and creating new partnership opportunities, thereby laying the groundwork for long-term business growth. BDRs generally focus on prospecting outbound leads.

SDR (Sales Development Representative)

An SDR is tasked with initiating the sales process by generating and qualifying leads, serving as a critical first step in the sales pipeline. SDR generally focus on qualifying inbound leads. Neither BDRs or SDRs are usually responsible for closing business.

AE (Account Executive)

An AE is responsible for converting qualified leads into active customers, managing client relationships, and driving revenue through successful deal closures.

Sales Managers

Sales Managers are pivotal in steering the sales team towards achieving set targets by training representatives, strategizing approaches, and optimizing the sales process.

Sales Directors

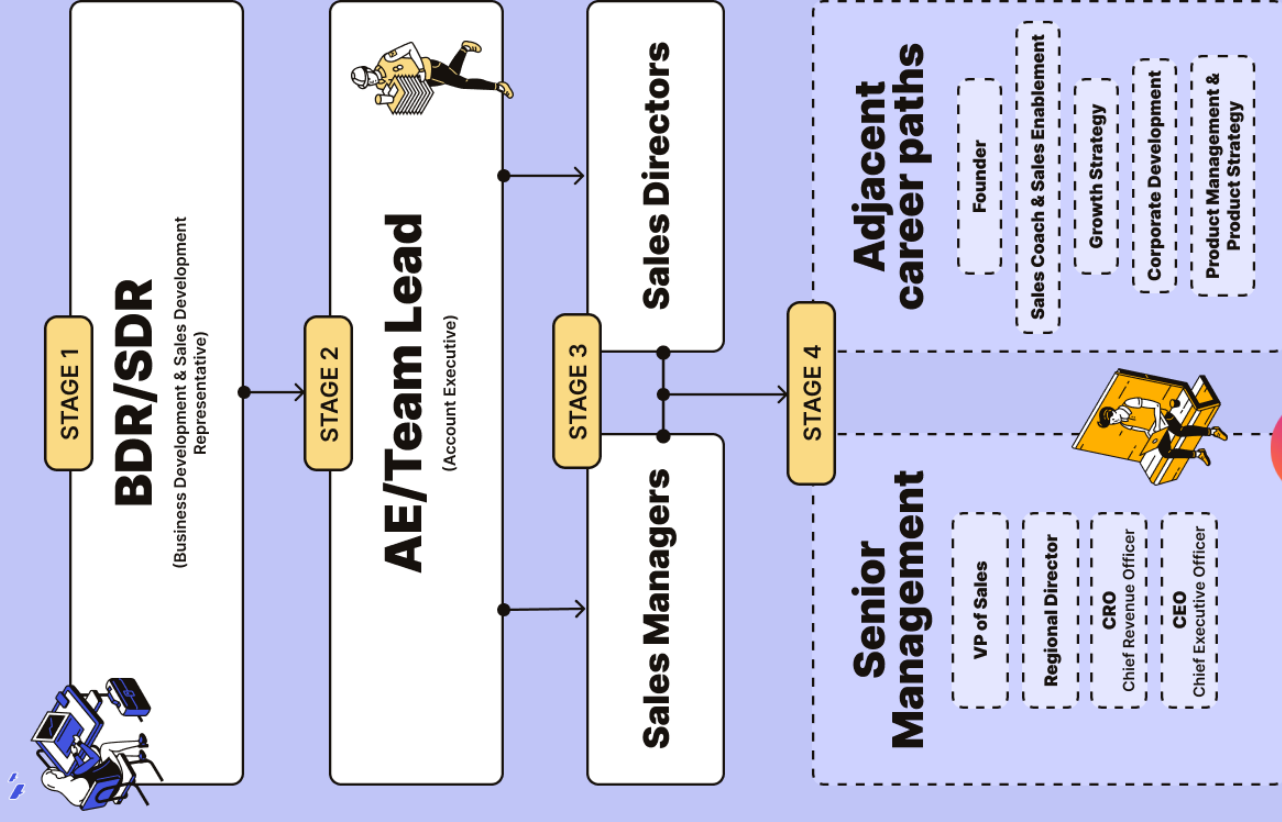
Sales Directors provide leadership and direction to the sales department, setting strategic goals, and ensuring alignment with the company's business objectives.

Senior Management

Senior Management in sales oversees the overarching strategy, integration, and alignment of sales objectives with the broader company vision, ensuring sustainability and growth in competitive markets.

Adjacent career paths

These adjacent career paths enable professionals to leverage their sales expertise while exploring broader aspects of business development, leadership, strategy, partnerships, and product optimization. Embracing these diverse avenues not only capitalizes on sales skills but also offers a comprehensive and fulfilling career evolution within the broader business landscape.



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