

## Business Development Rep

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Reports to: VP – Business Development  
Department: Business Development  
Location: Multiple

### DESCRIPTION:

A Business Development Representative (BDR) at ResMetrics is responsible for developing new business opportunities within the assigned sales territory. The successful BDR is an independent, self-motivated go-getter who enjoys the thrills & challenges of attracting and growing key oil & gas clients.

### JOB RESPONSIBILITIES:

- Responsible for new customer acquisition and engagement
- Create sales opportunities within assigned sales territory
- Travel to and from assigned client offices to promote and sell ResMetrics' products and services
- Collaborate with the sales team on account strategy, lead generation activities, and results
- Build personal sales pipeline by researching key oil & gas clients within assigned sales territory and identify key decision makers within each organization
- Introduce new clients to ResMetrics' products and services by communicating via email, phone, or social media to secure sales appointments (webinar, office visit, event participation etc.)
- Provides sales presentations and support as needed throughout the sales cycle
- Gain in-depth knowledge of assigned territory, customers, competitors, industry trends, etc.
- Maintain functional technical knowledge of all tracer service lines (frac, IOR/EOR diagnostics)
- Assist with marketing activities for conferences, local chapter meetings, webinars and similar events
- Provide clear and constructive product feedback to product development teams based on customer requirements and customer feedback
- Help to document best sales practices and communicate feedback to management
- Monitor sales performance metrics across key accounts
- Attend local SPE Chapter meetings and conferences to educate clients on tracer technology and increase brand awareness

### QUALIFICATIONS:

- Bachelor's degree in business or engineering preferred
- 3 years' experience in customer-facing position such as a technical account manager, sales representative, or sales engineer preferred

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- 3 years' experience related to tracer diagnostics preferred
- Background in hydraulic fracturing preferred
- Strong understanding of strategic sales process
- Strong organizational skills with an ability to manage competing client demands
- Excellent communication and interpersonal skills

## PERSONAL ATTRIBUTES:

- Ability to multi-task in a fast-paced sales environment
- Excellent written and verbal communication skills
- Experience communicating effectively to management
- Ability to work independently and in a team environment

## WORK ENVIRONMENT:

- Must be willing and able to travel approximately 75% of the time
- Must be willing and able to work a flexible schedule
- Must be able to lift and/or move up to 50 pounds