



Job Title: Senior Business Development Representative (Senior BDR)

Reports To: Stephanie Neale, CEO

Position Type: Full-Time

Timeframe: July 2023

The Role

Blind Zebra is a *selling* organization first and foremost. We follow the BZ Sales Operating System™ and are a living product of the content and tools we teach.

Salespeople at Blind Zebra are the face of the organization and will typically be the first to interact with a prospective client. Senior SDRs are primarily tasked with prospecting to and setting appointments with VPs of Sales across the US to discuss the BZ Coaching Combine program.

This role is a hunting, inside sales position based out of Blind Zebra Headquarters in South Broad Ripple, Indianapolis, IN. The ideal candidate will be excited to build a strong pipeline through personal prospecting, LinkedIn strategies and utilizing (and initiating) an engaged “connector” network, along with occasional inbound leads. BZ SDRs will begin by setting appointments, with a quick career path (within 6 months) to Account Executive and managing all phases of the sales process, from initial contact all the way to signature.

The Responsibilities

- **Alignment to Blind Zebra Core Values**
- **Prospect and Nurture Leads:** Self-generating leads and appointments with BZ Ideal Customers. Meeting & exceeding activity and sales goals monthly.
- **Build and Maintain Pipeline:** Lead prospective clients through an easy and efficient sales process while accurately forecasting sales on a weekly basis.
- **Close Deals:** Once promoted, working the Blind Zebra sales process end to end, from initial ‘chalk-talk’ discovery conversations to ‘go/no-go’ closing calls and signing Engagement Agreements for new seats in Coaching Combines.
- **Master of BZ Sales Operating System:** Process adherence, and utilizing Salesforce.com to track all sales activity and pipeline health

The Outcomes

- Set 20+ qualified appointments within 3 mos of hire date
- **Close first deal within first 3 mos of hire date**
- Average 2+ Coaching Combine Seats sold per month beginning in month #6



- Career Path Promotions at months 6 & 18 (AE + Sr. AE)
- Average 3+ Coaching Combine Seats sold per month beginning in month #13

Key Metrics

- Outbound activity (reaching out to new leads / connections)
- Appointments scheduled / Opportunity creation
- Logos / Coaching Combine Seats Closed
- Days to Close
- Total New Sales Revenue

The Perks

- Blind Zebra Sales Operating System Training
- Exposure & access to top sales teams and leaders across the country
- Opportunity to be part of the early team of a growing company
- Outcome based culture – scoreboards – results over hours
- Unlimited PTO (paid time off) and time to recharge, allowing you to bring your best when you're in the office
- Regular team culture outings & incentives
- Experience in a company that runs on EOS (Entrepreneurial Operating System)
- Medical, Vision, Dental & Life Insurance Coverage
- 401K with 4% match (beginning at 1 year employment)
- 2 Week Offseason in December
- Personal Development Stipend and True U membership

Knowledge, Skills & Abilities

- Carries high intention always - #1 above all else, no sales “moves” no manipulation
- Process obsessed
- Proven track record of setting and achieving goals
- Experience in a professional environment
- Highly driven to succeed – loves scoreboards & healthy competition – isn't into participation trophies
- Personal growth junkie – desires coaching & feedback, takes new ideas and incorporates them into their authentic voice and process, hungry to learn
- Autonomous working style – takes direction and runs with it, doesn't require lots of 'checking in' from a manager to efficiently prioritize or move things forward
- Excellent interpersonal, listening, written, and verbal communication skills, including internal/external interaction & documentation
- Willingness to learn and utilize the tools / techstack of BZ (including utilizing video for sales calls, follow up and personal branding): Salesforce.com, Gong, LinkedIn, Covideo, Gmail, Google Calendar, Microsoft Office Suite
- Values a strong work crew and looks for ways to contribute to the greater good of the group



About Blind Zebra

Blind Zebra is a Sales Coaching firm based in Indianapolis, IN. With over 25 years' experience in the industry, Bryan Neale founded Blind Zebra in 2013 and remains the firm's Founder, Visionary and Chief of Content. In 2020 Blind Zebra transitioned from a consulting model to a growing, scalable coaching platform.

Utilizing our proprietary Sales Operating System™, BZ strives to lift others up, and arm Sales teams with a better way as it pertains to their sales process and results. Blind Zebra currently has 6 full time employees, 8+ active Certified Coaches, works with over 100 B2B clients nationwide and is planning for fast, scaled growth in 2023 and beyond.

Blind Zebra offers:

- Creation and installation of the Sales Operating System™ for Sales teams. A tool-based, proven process that overtime leads to consistent, scalable results.
- Executive Peer Groups for Sales Leaders - called Coaching Combines

Blind Zebra isn't an old-school, stuffy training firm. At BZ we believe work should be fun. No. Really. We do. We don't think sales should be a dirty word and that there are a lot of traditional scripts, manipulation, moves and practices that have no place in business. We lift people up and change lives for the better.

We also believe that **process** beats God-given talent. Every. Single. Time. BZ teammates thrive on following our own proven process and LOVE personable accountability. Our sales team embraces new technology and obsesses over documentation and use of Salesforce.com and other sales enablement tools. If that's not your bag, no worries, but you likely won't love being a zebra.

At Blind Zebra you'll find that we thrive on working smart & efficiently and live at the top of the scoreboard. Our time off and holiday shutdown are some of the best in the biz. We have personal lives and believe the team should too - travel with friends, work-out, veterinarian appointments, life here flexes with the rest of life. Our crew works out of our office in Indianapolis and when we're in 'work mode' it's on!

Finally – and most importantly – we hire, fire, promote and reward based on our Core Values. This list represents who we are. Well aligned BZ candidates get *excited* when reading these and think to themselves – 'hey, that's me!'

Blind Zebra Core Values

Relentless Commitment to Mastery

- Personal development is a journey with no final destination
- Permission + encouragement to fail
- Living by the belief that there is “always a better way”

Extreme Accountability

- Work ‘Above the Line’
- Self-starting, macro management + the highest amount of trust in each person and seat
- Own your role, your numbers and your Rocks
- When we’re wrong we own it | When we win we celebrate

Fun, Edgy + Drama Free

- PG-13 Vibe
- No drama llama. None.
- Lift others up & laugh a lot
- It’s not brain surgery

We Live at the Top of the Scoreboard

- We win a lot, we don’t win at all costs
- We clamor to be at the Top
- Most comfortable at #1
- No “at leasters”

100% Belief in BZ

- Think - Do - Say: Know it, live it, be it
- Intention is BAE
- Community. Crew.
- 100% Green or Red, we aren’t yellow for long

Please note, this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee. Other duties, responsibilities, and activities may change or be assigned at any time with or without notice.