



Passion and Accountability as a

Lead Development Representative - Memphis branch (m/f/d)

We are an owner-managed, medium-sized company based in Germany. As one of Europe's leading providers of modular storage buildings, we specialise in engineering lightweight construction technologies.

Position Summary: The Business Development Representative is responsible for **proactive opportunity creation** by identifying, engaging, and qualifying strategic accounts and business opportunities before they enter the active sales pipeline.

This role focuses on **early-stage engagement**, relationship development, and strategic account targeting—not closing deals.

Additionally, we are investing in a comprehensive marketing strategy that includes **Google advertising, LinkedIn campaigns, social media outreach, SEO, email marketing, and other digital initiatives**. Together with your work this leads to a scalable lead generation campaign.

Essential Duties and Key Responsibilities:

Strategic Lead Generation

- Generate qualified leads through:
 - International customer coordination (European customers with US manufacturing sites)
 - Direct outreach to Top 200 strategic accounts
- Conduct targeted research to identify:
 - Decision-makers
 - Influencers
 - Project timelines and triggers

International Account Coordination

- Partner with European counterparts to:
 - Identify US-based customer stakeholders
 - Gather and validate decision-maker information
 - Compile qualified US contact lists
- Ensure clean, accurate handoff of account intelligence to US sales teams.

Account-Based Outreach

- Execute direct outreach campaigns to Top 200 strategic accounts.

- Initiate high-level conversations to uncover:
 - Current projects
 - Upcoming capital investments
 - Process improvement needs
- Position the company at a strategic, solution-level (not transactional).

Opportunity Qualification & Handoff

- Identify when an opportunity meets qualification standards:
 - Active or upcoming project
 - Defined business need
 - Identified stakeholders
- Formally hand off **qualified opportunities** to Inside Sales:
 - Include context, discovery notes, and project insights
 - Ensure no rework or redundancy for the customer

Pipeline Development Support

- Maintain accurate CRM records with:
 - Account insights
 - Contact mapping
 - Opportunity indicators
- Support long-term pipeline growth and territory strategies.

Success Metrics

- Number of qualified opportunities created
- Conversion rate from BDR to Inside Sales acceptance
- Strategic account penetration
- Accuracy and completeness of handoff information

Qualifications

- 2–5 years of B2B business development or sales experience
- Strong prospecting, research, and discovery skills
- Comfort engaging senior-level stakeholders
- Experience with international or multi-region accounts preferred
- Highly organized with strong written and verbal communication skills

We expect a high level of ownership. In return, we offer you not only a strong company culture, but also a sales territory with real potential and a product with genuine customer value. And of course, as a good employer, you can expect: Modern equipment and everything you need for success in your role, healthcare package, a challenging and entrepreneurial role, with the chance to progress.

Our Talent Acquisition Manager, Lars Delbeck, looks forward to receiving your application, ideally including a few personal lines about your motivation, salary expectations, and earliest possible start date.

Herchenbach Industrial Building Solutions provides equal employment opportunities to all employees and

applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.

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