Business Development Representative

Location: Remote
Reports To: Head of Sales
Position Type: Full-Time

Company Overview

accelant is an Elite HubSpot Solutions Partner dedicated to architecting and optimizing HubSpot platforms for high-growth enterprises. We help businesses scale faster by aligning strategy, systems, and teams to grow the top line, and by consolidating technology and streamlining processes to protect the bottom line. Our team of industry experts across marketing, sales, service, and RevOps empowers clients through tailored professional services, complex data integrations, and strategic business operations consulting.

Role Overview

The Business Development Representative is an entry-level role and the front end of accelant's pipeline. Your job is to start the right conversations and qualify the opportunities our Sales Executives run through the sales process. You'll prospect into three audiences: accelant's current customers, where you'll uncover needs for both additional HubSpot products and accelant services; past prospects worth re-engaging; and net-new companies that fit our ideal customer profile. You'll also help keep accelant top of mind with HubSpot's sales teams, our most important source of new business. Success in this role is measured simply: qualified opportunities handed to the sales team.

Key Responsibilities

- **Customer Base Outbound:**
    - Proactively prospect into accelant's current customers to uncover expansion opportunities across both HubSpot (new Hubs, seat and tier upgrades) and accelant services (Custom Solutions, Onboarding, and integrations).
    - Learn each account's history from the Sales and Delivery teams so your outreach is relevant and well timed.
- **Past & Net-New Prospecting:**

    - Re-engage past prospects and closed-lost opportunities whose timing, budget, or priorities may have changed.
    - Research and target net-new companies that fit our ICP, with a focus on industries where accelant has deep expertise: Energy & Utilities, Manufacturing, Education, and Financial Services.
    - Run consistent, high-volume, multi-channel outreach (email, phone, LinkedIn, and events) using sequences and messaging tailored to each audience.
- **HubSpot Partner Engagement:**
    - Support the Sales Executives in staying connected with HubSpot Reps and Sales Managers: share relevant accelant wins and expertise, coordinate introductions, and help set up joint meetings.
    - Track partner touchpoints and referral activity in HubSpot so no co-sell opportunity falls through the cracks.
- **Qualification & Handoff:**
    - Run initial discovery to confirm need, timing, and fit before an opportunity moves to a Sales Executive.
    - Book qualified meetings and deliver a clean, well-documented handoff so the Sales Executive can take it from there.
    - Prioritize quality over volume: qualified opportunities created is your primary measure of success.
- **CRM Discipline & Reporting:**
    - Log all activity, contacts, and opportunity details accurately in HubSpot.
    - Report weekly on activity, meetings booked, and qualified opportunities created, and use the data to refine targeting and messaging.

Qualifications

- 0–2 years of experience in sales development, business development, or another customer-facing role.
- Genuine interest in B2B SaaS, CRM, and how revenue teams operate. HubSpot certifications are a plus, or the drive to earn them in your first 90 days.
- Confident on the phone and in writing, with the persistence to follow up and the composure to handle a no.
- Curious and resourceful researcher who can quickly find the right person and the right reason to reach out.
- Organized and disciplined with CRM data; HubSpot experience preferred.
- Coachable and eager to grow, with the ambition to develop into a closing sales role.

Compensation & Benefits

- Competitive salary
- 401(k)
- Health, dental, and vision benefits
- Employee equity program
- Flexible PTO + company holidays
- Laptop provided & remote work environment
- Collaborative, innovative culture

How to apply

Complete application form here.