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## CASCAID - Business Development Representative (BDR)

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### Who are you?

You are a highly driven individual with integrity, a great work ethic, and exceptional interpersonal skills. You're not afraid to initiate outreach, are naturally curious, and love getting to know people by combining empathy, humour, and authenticity. Your strong communication skills help you quickly build rapport and progress relationships. You are dedicated, motivated, results driven and excited to join a fast-paced, high growth team that will help you grow your career in sales.

Sound exciting to you? Read on!

### What you'll do...

- Boost sales and long-term business growth by building new sales pipeline through direct outreach (phone and email) based on our prospect database and your own research
- Qualify leads using specific guidelines and criteria in a CRM (Salesforce)
- Engage leads through follow-up communications
- Prioritise and organise the lead pipeline on a daily basis for maximum efficiency
- Make outgoing sales calls, seeking new school and multi-academy trust clients
- Ensure all sales activities are accurately recorded and tracked in Salesforce
- Take part and actively contribute in weekly, monthly, and annual sales and territory team meetings

### What we're looking for...

- 1-2+ years of experience generating and/or triaging leads
- Previous experience prospecting and working with an inside sales team
- A team player who is open to growth and professional/personal development
- The ability and confidence to cold call and engage in meaningful discussions
- Strong organisation, prioritisation, and time management skills
- Highly motivated and self-directed, with a strong record of success
- Resilient, with a positive outlook and unwavering drive to succeed



We're CASCAID - come join us!

We are CASCAID (part of Xello), a leading developer of future readiness programs in the UK and Europe. Our mission is to help anyone, anywhere in the world, create a successful future through self-knowledge, exploration, and planning.

We offer:

- Salary £20,000 - £28,000 depending on experience
- 25 days annual leave increasing for long service (plus 3 days for Christmas closure and bank holidays)
- Enhanced company pension scheme
- Flexible work arrangements that include remote working
- Monthly social activities
- A commitment to continuous learning and growth opportunities