



Sales Development Representative (m/w/d) based in UK/DE or homebased

The Sales Development Representative plays a key role in the development of new business opportunities for Acxiom. They drive net-new business, presales prospecting, targeting, and the daily activities associated with developing qualified leads for the Strategic Growth team within our Named verticals. This role supports the Strategic Growth Sales Team by enhancing pipeline with opportunities by ensuring all leads generated are contacted and either qualified or placed back into the nurture queue. This role is also expected to proactively establish and develop a growing pipeline of prospect contacts, increase their awareness of the Acxiom's solutions, and cultivate a relationship so that Acxiom is in consideration for new business opportunities.

KEY RESPONSIBILITIES:

- › Plans, directs and coordinates sales activities, including management of the sales pipeline, for a defined territory
- › Supports the Sales Team by enhancing pipeline with opportunities identified from qualified leads.
- › Responsible for ensuring all leads generated are contacted and either qualified, appointment made, routed elsewhere within sales or placed back into the nurture queue.
- › Works to maintain a growing pipeline of client and prospect contacts, increasing their knowledge of the Acxiom's solutions, and cultivating a relationship so that Acxiom is in consideration for new business opportunities.
- › Responsible for developing, and qualifying prospective customers including new market penetration, calling on senior-level executives, webinar and event follow-up, collaborating with sales teams for pin-pointing top prospects and more.
- › Creation, updating and execution of sales activity plans

SKILLS & QUALIFICATIONS:

- › Strong prior lead generation, account development or inside sales experience, preferably within digital, data, martech or adtech market
- › Bachelor's Degree from an accredited university or equivalent work experience required
- › Fluency in English and ideally German (not a must have)
- › Conscientious team player, good organiser, attentive to detail, excellent verbal and written communication skills
- › Adept at anticipating problems recognising opportunities and objection handling
- › Ability to build strong working relationship with the internal ecosystem including sales, marketing and sales operations
- › Proficient in Microsoft Office applications (Outlook, Word, Excel and PowerPoint)
- › Pro-active personality with a "can do" attitude who focuses and commits

Acxiom is a customer intelligence company that provides data-driven solutions to enable the world's best marketers to better understand their customers to create better experiences and business growth. A leader in customer data management, identity, and the ethical use of data for more than 50 years, Acxiom now helps thousands of clients and partners around the globe work together to create millions of better customer experiences, every day.

Acxiom is a registered trademark of Acxiom LLC and is part of The Interpublic Group of Companies (IPG). For more information, visit [Acxiom.com](https://www.acxiom.com)

WHAT WE OFFER:

- › A motivated and supportive team with flat structures in a future-oriented, international company
- › The chance to work and connect international and build your network within an international operating marketing environment with household names
- › You will have the opportunity to take on responsibility for tasks and actively contribute to our team
- › Flexibility and ownership on how and when you are most productive
- › Diverse and inclusive culture that enables everybody to be the best version of themselves
- › A competitive salary including an attractive bonus model complete our offer

At Acxiom, we celebrate difference and believe this makes us stronger. We are equal opportunity employers and committed to championing an inclusive culture that provides a sense of belonging for all our employees. We do not discriminate against any applicant based on age, disability, race, colour, ethnicity, national origin, gender, sexual orientation, gender identity, religion, belief, marital status or any other characteristic protected by law.

If you need any adjustments to ensure our recruitment process is fully accessible to you, then please contact the Hiring Manager.



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