



## **EVENT SALES DEVELOPMENT REPRESENTATIVE**

**Format:** Independent Contractor, Full-Time

**Based:** Remote

**Time zones preferred:** between GMT-8 and GMT+8

**Start date:** ASAP

### **JOB SUMMARY**

The Event Sales Development Representative will be responsible for building a new-vertical sales pipeline and driving top of funnel for company offsites, branded events, conferences, incentives, and prizes & promotions.

The startup phase will involve building the sales funnel strategy and the development of the key sales and presentation documents needed for launch. The launch phase will involve leading the business development initiatives for this new vertical and growing sales from zero to hero in line with targets.

The Event Sales Development Representative will source quality client prospects, make first contact, build rapport, and guide prospects from through to their ultimate onboarding at DHARMA, ensuring all key phases of the DHARMA process are delivered with passion and expertise. In addition, the selected candidate will contact engaged prospects who are considering DHARMA services, and will work to move them towards a first call with the DHARMA team. A proactive self-starter able to hit the ground running on day 1, the selected Event Sales Development Representative will have demonstrable sales skills, strong commercial acumen, and impeccable client management skills along with an ingrained interest in modern culture to ensure our client prospects are deeply appreciated and understood. Excellent communication skills and polished professional English, both written and spoken, are required for this role. Previous experience with HubSpot preferred.

### **RESPONSIBILITIES**

- Build the sales funnel and prepare promotional decks
- Conduct industry research and develop a sales strategy that will achieve results
- Create first contact with new prospects or drive further engagement with engaged prospects, establishing rapport and scheduling sales meetings
- Be a brand champion for DHARMA, communicating with prospects in a positive way that drives engagement and conversion



- Log all communication and keep account records current on HubSpot, the DHARMA CRM
- Utilize a sharp eye for detail to quality control copy and graphic design of branded pitch decks
- Manage and report on lead/conversion metrics including signed agreements, conversion rates, and key efficiency metrics
- Keep an eye out for new opportunities for business development

## **SKILLS**

- At least 2+ years' of experience and a demonstrable track record in a sales-related role (travel and/or events industry preferred)
- Ability to quickly and easily create meaningful connections with professional prospects including managers, executives, and C-suites
- Strong interpersonal skills, experience working with cross-cultural and geographically dispersed teams, and possessing a strong ability to motivate others
- A HubSpot enthusiast able to use data to support business decision making
- Ultra proactive, self-motivated, and tenacious, possessing of an entrepreneurial spirit, ability to take bold initiative, and desire to exceed expectations
- Solid analytical problem-solving skills, including familiarity with analyzing reports and deriving insights from data
- Fluent professional English, both written and spoken
- Experience in a remote, fast-paced, dynamic start-up environment preferred
- Excellent attention to detail and a sharp eye for copy and design
- Experience in travel and/or events industry preferred
- Experience with Monday.com, Google Drive, and Slack preferred

## **HOW TO LEARN MORE**

Thank you for your interest in DHARMA. We appreciate your enthusiasm.

To apply for this position, please send us your CV and cover letter. To do this you can submit the job application form linked [here](#) and on our Careers page at [seekdharma.com](http://seekdharma.com).

## **ABOUT DHARMA**

We exist to create a world where travel isn't about the WHERE but about the WHY.

DHARMA is a fast-growing, travel-tech startup who's innovative B2B2C business model creates, builds, launches, and operates trips for influential people and brands created around passion points - from fashion to wellness to food and wine. Our dynamic, enthusiastic team



has a positive impact on the world and does exceptional work. Together, we are revolutionizing the way travel experiences are built, promoted, and delivered.