

## Business Development Representative (BDR)

### Company Overview:

Kashida is a leading provider of customized eLearning solutions. We specialize in designing and developing high-impact learning experiences that meet the unique needs of our clients. Our team of experts works collaboratively with clients and subject matter experts (SMEs) to deliver innovative learning solutions that drive results.

### About the Role:

We are seeking a motivated, results-driven Business Development Representative (BDR) to join our growing team. In this role, you will play a key part in driving new business growth for our customized eLearning solutions by prospecting and qualifying leads, building strong client relationships, and clearly articulating the value we deliver.

You will operate in a KPI-driven environment, take ownership of maintaining the CRM as the single source of truth, and support proposal development by working closely with the Business Development team. This role requires a consultative mindset, strong organizational skills, and the ability to thrive in a fast-paced, collaborative environment while contributing directly to pipeline growth and revenue outcomes.

### What You Will Do:

- **Prospecting and Lead Generation:** Utilize various lead generation techniques to identify and qualify potential clients in the B2B space. Develop and manage a healthy sales pipeline, effectively qualifying leads moving them through the funnel until closing.
- **Client Communication:** Develop strong communication skills to connect with potential clients and decision-makers. You will conduct introductory calls, answer questions about our eLearning solutions, and effectively represent our consultative sales approach.
- **Product Knowledge:** Become a quick learner and gain a strong understanding of our eLearning services, including learning experience design, course development, LMS customization, and the benefits we deliver to clients.

- **Building Relationships:** Develop and nurture relationships with potential clients throughout the sales cycle, demonstrating a consultative approach and understanding their unique learning needs.
- **Collaboration with Marketing:** Work closely with the marketing team to ensure alignment between marketing activities and sales goals. This may include providing feedback on marketing materials, participating in joint sales and marketing initiatives, and identifying new lead generation opportunities.
- **Proposal Support & Preparation:** Support proposal development by liaising closely with the Business Development team. Contribute to proposal preparation by gathering client requirements, adapting proposal boilerplates, coordinating inputs, and ensuring proposals are accurate, tailored, and submitted on time.
- **CRM Ownership & Sales Operations:** Maintain the CRM as the single source of truth by ensuring all leads, opportunities, activities, and contacts are accurately documented and kept up to date. Regularly review and improve CRM data quality, update sales stages, and maintain standardized boilerplate information and documentation to support consistent reporting and decision-making.
- **Performance & KPI Management:** Work against clearly defined BDR KPIs, including activity levels (calls, emails, meetings), lead qualification quality, pipeline contribution, CRM hygiene, proposal support timelines, and conversion rates. Regularly track performance, report on progress, and proactively identify areas for improvement in collaboration with the sales leadership team.

## You Are a Perfect Fit If You Have:

- 3-5 years of experience in B2B sales or business development
- Experience in the GCC
- Experience in sales of services
- A proven track record of exceeding sales goals and quotas
- Excellent prospecting and lead generation skills
- Strong communication and interpersonal skills, with the ability to build rapport with clients
- A passion for learning and the ability to quickly grasp new concepts
- A desire to work in a fast-paced, dynamic environment
- Experience with a CRM system is a plus

## Requirements

- **Bachelor's degree**; a degree in Management, Marketing, or a related field is a plus
- **2–4 years of experience** in B2B sales, business development, or a BDR/SDR role, preferably within a services-based organization
- **Experience in the GCC market**, with an understanding of regional business practices and stakeholder dynamics
- **Proven experience selling professional or consulting services**, ideally in learning, technology, or digital solutions
- **Demonstrated track record of meeting or exceeding sales targets and BDR KPIs**, including pipeline contribution, lead qualification, and conversion rates
- **Strong prospecting and lead generation capabilities**, across outbound and inbound channels
- **Excellent communication and interpersonal skills**, with the ability to engage senior stakeholders and build trusted client relationships
- **CRM proficiency**, with hands-on experience maintaining CRM data accuracy, managing pipeline stages, and treating the CRM as the single source of truth
- **Experience supporting proposal preparation**, including adapting proposal boilerplates, coordinating inputs with Business Development and delivery teams, and meeting submission deadlines
- **Strong organizational and documentation skills**, with the ability to maintain up-to-date sales documentation and standardized templates
- **Fast learner with a strong curiosity**, able to quickly grasp new services, value propositions, and client needs
- **Comfortable working in a fast-paced, dynamic environment**, with the ability to prioritize, track performance, and continuously improve

## We Offer:

- **The opportunity to join a growing and innovative company**
- **A competitive salary and benefits package**
- **A collaborative and supportive work environment**
- **The chance to make a real impact on the success of our business**

## Ready to Join Our Team?

We are excited to hear from talented and passionate individuals who are eager to build a successful career in the eLearning industry. If you are a quick learner with a strong work ethic and a desire to make a difference, we encourage you to apply by sending your CV to [jobs@kashida-learning.com](mailto:jobs@kashida-learning.com) with the subject line: "Business Development Rep"