



Sales Development Rep

Location: 100% Remote

THE GIG

We are a rapidly growing digital marketing agency in Toronto, Canada seeking Creators & Builders to join our scaling team and work 100% remote like digital nomads. Our philosophy is based on providing simple and efficient digital services. Our team consists of creative industry rogues, online educators, and digital marketing admirers. We're creating the stuff the internet wants to see in their feeds.

We're on a mission to impact 100,000,000 people and redefine the traditional digital marketing agency model using empathy-marketing. We understand and care about people that work in businesses.

We at MK-Way, are seeking a brilliant multi-disciplinary Sales Development Rep (SDR) that will become a pivotal role to our company's success. You will be a key member of our fast-growing and high-performing sales team and will be our 100% remote "boots-on-the-ground" team member to building virtually-personal relationships and making our prospective customer feel great. Specifically, you will leverage your past sales experience, prospecting, and cold calling and/or lead generation experience to communicate with potential clients via video calls, phone, emails, and LinkedIn to develop an interest in MK-Way. You will become an expert at using lead-generation tools to routinely extract contacts and craft accurate and targeted lists of prospects.

We believe that the most successful sellers have deep understanding, empathy, passion and a supportive team behind them. If you're passionate about digital and working with creators, influencers and online businesses thriving in the new digital realm, then becoming a Sales Development Rep is the career path for you!

You'll be working with a team of awesome colleagues who have empathy for each other, and add-value in a team-based environment that exists between Monday.com and Google Workspace. You will also have the opportunity to sell our socially impactful digital services that are changing the way businesses become more successful online. Value makes the difference in our results, and you will have an opportunity to make a difference in our community.

ROLE

We're looking for a results-oriented, motivated and strategic 'detective' who is results-oriented, motivated and laser-focused on building a sales pipeline within Canadian and American



markets. On a day-to-day basis, you will be responsible for video prospecting. Specifically, you will play a key role in helping us become the next anchor digital marketing agency in Canada & US by winning high visibility deals and crushing your annual quota.

This role requires you to be a self managed working professional, with tenacity and grit. In this role, you will be directly responsible for adding value to online businesses across Canada and the USA. Success in this role is measured by your prospecting, exceeding monthly goals, and consistently adding value to prospects. You'll be making appointments and treating prospective businesses like they were your own. You need to be able to handle rejection - keenly turning it into training and feedback; into action and continuous self-improvement.

KNOWLEDGE & SKILLS

- BS/BA strongly preferred
- An entrepreneurial spirit - a true hustler
- 6 months to 2 years of relevant sales experience required, internship experience will be considered too
- Previous cold calling experience required
- Empathy-approach with people by prioritizing 'we' and not focusing on 'me'
- Results driven & competitive nature - show us your grit
- Superb writing, communication, and listening skills; you must understand objections and defeat them by turning skeptics into ecstatic new customers
- Consistent self discipline, and exceptional time management skills
- High level of empathy - it's important for our SDR's to be a good person to peers and prospects
- Proven ability to make strong connections and overcome rejection to achieve results
- Desire to move up the ranks and become an Account Executive in the future required
- Adept at identifying and utilizing internal resources (Marketing Development, Sales Admins, etc.) to build MK Way brand awareness, assist in sales cycles, and close deals
- Experience managing and expanding customer relationships

Life Experience Skills (Soft Skills)

You're responsible, accountable, deeply passionate about your own personal interests and hobbies, and... you're kind, compassionate, empathetic because you love the magic of digital marketing & online collaboration. Most importantly you want to be a part of a Team of incredible people working together all around the world!

Want in?



MK WAY is committed to maintaining a diverse remote work environment and is proud to be an equal opportunity employer. All qualified applicants, regardless of race, color, religion, gender, gender identity, pregnancy, marital or civil partnership status, orientation, religious belief, part time or fixed term employment, or genetics, disability, age, or veteran status will receive consideration for employment. If you have any accessibility requirements or concerns regarding the hiring process or employment with us, please notify us so we can provide suitable accommodation.