# Business Development Representative (BDR)

## Location:

Medellín, Colombia (Remote with local presence as needed)

## About Us:

Roads Consulting Group (RCG) is a dynamic consulting firm dedicated to empowering small businesses with operational support and strategic solutions. Our services include bookkeeping, web development, offshore recruitment, grant and bid writing, digital marketing, tax audits, legal and insurance audits, and business coaching.

We have recently launched an innovative e-learning platform offering over 100 courses at accessible rates, designed for entrepreneurs and aspiring business owners seeking practical, independent learning opportunities. Our clientele includes small business owners, entrepreneurs, and referrals from CDFIs and organizations supporting small businesses.

## Role Overview:

We are seeking motivated and goal-oriented Business Development Representatives (BDRs) to join our growing sales team. Reporting to the Vice President of Revenue, BDRs will be responsible for identifying, developing, and qualifying leads for RCG’s consulting services and e-learning platform.

The ideal candidate is a proactive self-starter with excellent communication skills, bilingual proficiency in English and Spanish, and a strong desire to help small businesses succeed.

## Key Responsibilities:

* - Identify and research potential clients in private and corporate sectors.
* - Initiate outreach via email, phone, and other channels to establish relationships and generate interest.
* - Qualify leads and schedule appointments or demos for the VP of Revenue or senior team members.
* - Work collaboratively with the VP of Revenue to support client acquisition strategies.
* - Maintain detailed records of leads, prospects, and sales activities in CRM systems.
* - Understand client pain points and recommend appropriate RCG services or solutions.
* - Promote RCG’s e-learning platform and explain its value to entrepreneurs and small business owners.
* - Stay informed about industry trends, competitors, and market opportunities to enhance outreach strategies.
* - Meet or exceed monthly lead generation and qualification targets.
* - Provide regular updates and reports to the VP of Revenue.

## Key Qualifications:

* - Proven experience in sales, lead generation, or customer engagement roles.
* - Strong communication and interpersonal skills.
* - Bilingual proficiency in English and Spanish is required.
* - Self-motivated, task-oriented, and driven by results.
* - Familiarity with CRM systems and data management tools is a plus.
* - Interest or experience in supporting small businesses is an advantage.

## Compensation:

Base salary of 4–5 million COP monthly, with potential for performance-based incentives.

## What We Offer:

* - Opportunity to work with a growing, mission-driven organization.
* - Flexible work environment and remote work capabilities.
* - Career development and learning opportunities.

## How to Apply:

Interested candidates must submit their resume and a cover letter to recruiting@roadscg.com.