

Job Description – Sales Development Representative

modCounsel is a better model for growth companies to engage legal services. Our mission is to bring the capability of an enterprise legal function to fast scaling teams. From contract review, to corporate and regulatory, and transformational projects with legal operations, modCounsel delivers impact to its clients from day one. We are a minority owned and operated company seeking talent who shares our commitment to creating a healthier work environment for everyone.

Our Ideal Candidate

You are an experienced Sales Development Representative (SDR) committed to growing direct sales channels through a dedicated focus on pipeline generation. You drive revenue through targeted outbound prospecting and following up on marketing sourced leads with the goal of converting these interactions into qualified discovery meetings.

You are passionate about finding an opportunity to make an immediate impact and be rewarded accordingly.

As our founding team member, your work will be vital in helping us to establish a Sales Development program that can help take modCounsel to the next level.

In this role you will help us develop our processes, A/B test our messaging, and source millions of dollars in pipeline.

How You Will Make Your Impact

- Drive revenue through outbound prospecting.
- Conduct high-level conversations with prospective buyers.
- Coordinate initial discovery calls for our team of Practice Leaders.
- Conduct account/contact research in an effort to prioritize your outreach and formulate relevant messaging that resonates with target personas.
- Develop a deep knowledge of modCounsel's services and key personas in order to engage in meaningful conversations that convert into new business opportunities.

- Collaborate cross-functionally with all areas of the business and contribute input to the formation and growth of modCounsel's first Sales Development team.
- Partner closely with Marketing, Leadership and Practice Leaders on targeting, messaging, and executing outreach campaigns.
- Follow up on Marketing leads and provide a world-class first impression to all inbound leads that are new to modCounsel.
- Leverage HubSpot for CRM and Sales Engagement (Sales Hub) to track and manage all activity.
- Meet or exceed daily KPIs – phone calls, outreach emails, & LinkedIn touches.
- Nurture prospects that have expressed interest until they are ready to participate in a discovery call.
- Manage all your book discovery calls to completion, including rescheduling if necessary.

Attributes of Success in this Role

- Prior experience as an SDR conducting outbound prospecting.
- Studied law and/or worked in a professional legal environment (i.e., law firm, corporate legal team, legal technology or legal services vendor). If not, experience in a similar professional services environment (i.e., accounting, management consulting).
- Consultative sales skills with strong interpersonal communication abilities both verbal and written.
- A demonstrated history of working well on remote teams and remaining focused on solutions during challenging times.
- Experience with HubSpot Sales and has proven prospecting skills.
- Ability to work through change and navigate ambiguity.
- Ability to take both analytical and creative approaches to solve problems.
- Can effectively communicate the value of modCounsel.
- Strong organizational skills with the ability to prioritize while multitasking.

Minimum Requirements

- Bachelor's Degree or equivalent experience
- 1 year of experience as an SDR or similar inside sales position

- Knowledge of legal or other professional service industries

Location: Remote - US

Reports to: Managing Director and Head of People

Compensation Range: \$60,000 - \$65,000 annual base; \$40,000-\$45,000 annual variable target

Benefits: Medical, Vision, Dental, Life, 401(k)