

## **Business Development Associate (BDA)**

### **ABOUT GRAMCO:**

GramCo is a Florida-based company providing quality, consistent, and wide-ranging Delta 8 products to fill any need at any time. Whether it's Delta 8 infused coffee to start your day, Delta 8 vapes and pre-rolls throughout the day, or Delta 8 gummies to relax after a long day's work, GramCo delivers Delta 8 THC quickly and discretely to your front door to give you the relief you need. You can also find GramCo's Delta 8 THC products at retailers throughout Florida and the United States.

### **Our History.**

Like pretty much every other Delta 8 company, GramCo was formed in early 2021. Unlike other Delta 8 brands though, GramCo was formed by hemp farmers and processors with combined decades of experience in the hemp and cannabis industry. Whether it's farming hemp in Florida, Colorado, New York or Oregon, or extracting and refining hemp in Florida, South Carolina or Colorado, we have seen and experienced most everything you can in this industry.

This experience farming and processing hemp has allowed us to refine our Delta 8 THC products to the highest of standards, while maintaining consistent relationships with suppliers in order to ensure our customers receive the best Delta 8 vapes, carts, gummies, pre-rolls, coffee, and more. Additionally, you can be sure all our products are tested so the label matches the cannabinoid potency.

### **ABOUT ROLE:**

- Generating new business pipeline through prospecting outbound opportunities
- Gaining interest through outbound cold calling
- Speaking to the GramCo product line across a set of existing GramCo customers and breaking into net new logos in your assigned territory

You do this by...

- Building a point of view on how to help qualify customer needs
- Speaking to the value and return on investment
- Building credibility and trust with internal and external stakeholders
- Learning how to anticipate and prepare for questions and objections
- Demonstrating adaptability and flexibility as part of an ever-growing sales organization
- Managing a high volume of accounts with a strategy on prioritization of your accounts and time
- Researching and understanding various lines of business and personas
- Inputting all data, contacts, leads, and sales into our CRM Salesforce

### **JOB DESCRIPTION:**

The Business Development Representative (BDR) role serves as the entry-level role into a client-facing sales career at GramCo and is designed to be your first look into how we sell GramCo products. In this role, you will be client-facing and responsible for maintaining high levels of deal flow through outbound communications to prospective clients. Successful BDRs critically think and learn through coaching from their mentors, build upon, and improve their skills

throughout their tenure in this program

There are six core goals and responsibilities in this role to help train, equip, and prepare you for advancement:

- Lead generation/Prospecting - Conducting research on, modifying and identifying net-new prospective clients and accounts
- Determining key decision makers within the leadership team of those accounts and creating new contacts in our CRM (Salesforce)
- Gathering other strategic insights using market data and industry intelligence to improve the quality of accounts
- Develop foundational knowledge of GramCo products
- Understand and apply the GramCo value proposition in mock and real cold calls
- Demonstrate ability to navigate challenging sales call scenarios and business cases