



**Job Title:** Sales Development Representative

**Company:** FarmRanger

**Location:** Stellenbosch, Western Cape

**About Us:**

FarmRanger is at the forefront of livestock protection, offering advanced livestock security collars designed to safeguard farmers' livestock against stock theft and predation. Our collars provide instant alarm notifications during incidents, live GPS tracking during an alarm, and innovative geofencing functionality. With over 8,000 active units and more than 3 million animals under our protection across South Africa we are proud to be the market leader in this space. Based in Stellenbosch, our small, passionate team is dedicated to protecting farmers' livelihoods. We believe in balancing hard work with a fun and supportive team culture, including regular hikes, cycling adventures, and braais.

**Job Summary:**

This position will be responsible for following up on sales leads and converting digital channel prospects. This position will play a key role in managing leads, and nurturing relationships to generate new business opportunities. This role combines telemarketing, digital lead follow-up, and sales development activities to effectively drive our sales pipeline.

**Key Responsibilities:**

**1. Nurture, qualify and convert leads**

- Follow up on leads generated through digital marketing campaigns, including email, social media, and website inquiries.
- Qualify leads from marketing campaigns as sales opportunities.
- Respond to inquiries from potential clients via email, chat, or other digital communication channels.
- Make outbound calls to prospective clients to introduce the company's products/services.
- Present and promote products/services to potential customers.
- Answer incoming calls from prospective clients and provide information on products/services.
- Respond promptly to inquiries generated through digital marketing channels (e.g., website, social media, email campaigns).
- Engage with leads to understand their needs and schedule meetings for the sales team.

## 2. Assist sales representatives

- Schedule appointments and demonstrations for sales representatives.
- Collaborate with the sales team to achieve sales targets.
- Ensure a seamless transition of leads from qualification to closing by the sales team.

## 3. Record, analyse and report

- Record details of conversations with customers into the CRM system.
- Monitor and report on sales activities and follow-up results.
- Track and report on key metrics related to sales development and digital lead follow-up activities.
- Analyse data to identify trends and opportunities for improving lead conversion rates.

## 4. Provide marketing strategy input

- Assist in the development and implementation of marketing strategies to increase lead generation.
- Collaborate with marketing to refine lead-generation strategies and campaigns.
- Provide regular updates and feedback to the sales and marketing teams about lead quality and campaign performance.

### Qualifications:

- High school diploma or equivalent; a diploma or degree in Marketing, Business, or related field is a plus.
- Proven experience as a telemarketer or similar sales/customer service role.
- Excellent Afrikaans language skills.
- Experience with digital marketing channels and lead generation is preferred.
- Familiarity with CRM systems and practices.
- Excellent communication and interpersonal skills.
- Strong sales and negotiation skills.
- Self-motivated, target-driven, and ability to work independently.
- Good organizational and time management skills.

### How to Apply:

**Application:** If you believe you're a great fit for this role, please send your CV to Johann de Swardt at [info@etse.co.za](mailto:info@etse.co.za)