**Job Title: Customer Development Associate (CDA)**
**Location:** State of California ONLY | Remote Position

**About Us:**
Outsized Insights is comprised of professionals with a wealth of knowledge who share a passion for supporting the market research industry. Our customized solutions inspire confidence, ensure consistent outcomes, and inspire connection and confidence from our amazing customers. With services and technology that set us apart, we believe in empowering our team with tools, training, and a supportive culture to drive impactful customer relationships and accelerate growth.

**About the Role:**
The **Customer Development Associate (CDA)** will play a pivotal role in our revenue team, driving growth by identifying and engaging with prospective clients and fostering relationships with potential customers. This role is ideal for individuals who are highly motivated, goal-oriented, and eager to advance their career in sales or business development within a dynamic and fast-paced environment.

**Key Responsibilities:**

* **Lead Qualification:**
	+ Research target companies, and decision-makers to build tailored outreach strategies.
	+ Engage in discovery conversations to understand prospects’ needs, challenges, and goals.
	+ Qualify leads based on predefined criteria and pass them to Account Executives for further development.
* **Prospecting and Outreach:**
	+ Partner with Account Executives to strategize on accounts, ensuring seamless handoff and strong pipeline management.
	+ Conduct low to mid-volume outreach (phone calls, emails, social media) to identify and engage with potential customers.
* **Social Media Communication:**
	+ Utilize platforms like LinkedIn and other social media channels to engage with prospects, share content, and foster brand awareness.
* **Data Management and Reporting:**
	+ Maintain detailed records of prospect interactions and progress in the CRM.
	+ Track and report on KPIs, providing insights and recommendations for improvement.
	+ for further development.
* **Bidding Support and Pricing:**
	+ Collaborate with internal teams to prepare competitive bids and pricing proposals tailored to client needs.
* **Customer Support:**
	+ Provide direct communication with clients to address inquiries, resolve issues, and build long-term relationships.

**What kind of person are we looking for?**

* **Ambitious and Driven:** You’re eager to meet and exceed goals while developing your career in sales.
* **Strong Communicator:** You excel in both verbal and written communication, tailoring your approach to different audiences.
* **Curious and Coachable:** You’re open to feedback and continuously seek ways to improve.
* **Organized and Detail-Oriented:** You thrive in a fast-paced environment and can manage multiple priorities effectively.

**Preferred Qualifications:**

* 1+ years of experience in sales, business development, or a related role (or a strong desire to enter a sales career).
* Experience with CRM tools like Salesforce or HubSpot.
* Familiarity with prospecting tools (e.g., LinkedIn Sales Navigator, ZoomInfo, etc.).
* Ability to handle rejection with resilience and maintain a positive, professional attitude.

**What We Offer:**

* Competitive base salary + commission/bonus structure.
* Comprehensive health insurance.
* Generous PTO and paid holidays.
* Career development and growth opportunities.
* A vibrant, collaborative, and exciting company culture.

**Join Us:**
If you’re ready to take the next step in your sales career and contribute to a team that values growth, innovation, and customer success, we’d love to hear from you.