



222 West Adams Street, Suite 3150, Chicago, IL 60606 | 312.279.7305 | [www.renovofinancial.com](http://www.renovofinancial.com)

## **Position: Inside Sales & Social Media Representative**

### **Who We Are:**

Renovo Financial is a rapidly-growing Chicago-based private lender serving real estate investors who acquire and renovate single and multi-family residential properties. We pride ourselves on supporting clients by providing unparalleled service, from the loan application through the payoff. Renovo's reliability and "win-win" solutions-oriented approach is just one reason why our repeat and referral rates far exceed the industry average. Renovo was honored to be named one of Crain's 50 fastest-growing Chicago companies.

### **Position Summary:**

As an Inside Sales & Social Media Representative, you'll help support our customer acquisition and revenue growth objectives. This is an exciting career development opportunity for a motivated, goal-oriented, high energy team player to join one of the fastest growing companies in Chicago! The Inside Sales & Social Media Representative will be responsible for converting prospects into active clients through prompt follow up on inbound marketing qualified leads. The ideal candidate will have the tenacity to handle rejections and continue with a positive attitude when reaching potential clients.

### **Responsibilities:**

- Prospect target customers via social media, networking, data, events, and inbound calls.
- Vet inbound leads to qualify customers based on set criteria.
- Generate new business by building rapport with prospects through engaging communication while overcoming objections.
- Manage corporate social media accounts for 15 markets (Facebook, Instagram, LinkedIn, Twitter, and TikTok) engaging with clients, target prospects, circle of success partners and other industry professionals.
- Document contact activities and results of conversations in Hubspot
- Set market leaders up for success with a consistent stream of warm transfers of qualified leads.
- Meet or exceed weekly appointment setting quotas and monthly conversion goals.
- Track weekly, monthly, and quarterly performance and sales metrics.
- Develop and implement strategies that support overall sales/company priorities and key initiatives.
- Build strong ties with various internal teams such as Marketing and market leaders to ensure appropriate coordination of activities and timely communication.
- Embody company culture and contribute to fostering an environment that excites and inspires the sales team.

### **Requirements:**

- 2-5 years of experience in a quota-carrying, sales roles
- Demonstrated sales development and training skills
- Solid oral and written presentation skills
- Target oriented and belief in effective teams
- Desire to master selling and move into management
- Social media and networking experience is preferred
- Knowledge of sales process from initiation to close
- Knowledge of Microsoft Word, Excel, and Outlook
- Proficiency in working in a CRM system ( i.e. Salesforce/ Hubspot)

### **Behavioral Characteristics:**

- **Self-Motivated:** You take stuff on without waiting to be told what to do
- **Positive Attitude:** You approach situations with a proactive and positive attitude
- **Team Player:** You believe that to be successful you need to leverage and trust your team.
- **Openminded:** Always seeks to find and develop creative solutions