



**Job Title: Business Development Representative**

**Location: Detroit, MI**

**Employment Type: Full-Time, On-Site**

**Job Description**

As a Business Development Representative (BDR) at JJ Curran Crane, you will play a key role in driving new business and supporting long-term revenue growth. This position is responsible for identifying and qualifying prospective customers, generating and nurturing leads, and developing lasting client relationships.

The BDR works closely with the sales team to align JJ Curran Crane's services with customer needs, conducts market research to uncover new opportunities, and maintains accurate records of all prospect and customer interactions. Success in this role requires comfort with proactive outreach, strong communication skills, and the ability to manage multiple opportunities in a fast-paced, relationship-driven environment.

**Responsibilities**

- Identify, prospect, and qualify new business opportunities
- Generate and nurture leads through outbound outreach and follow-up activities
- Develop and maintain long-term relationships with prospective and existing clients
- Coordinate closely with the sales team to support pipeline development and revenue goals
- Present JJ Curran Crane's products and services in alignment with customer needs
- Conduct market research to identify new industries, accounts, and growth opportunities
- Maintain accurate and up-to-date records of customer interactions, opportunities, and activities in the CRM
- Consistently work toward meeting or exceeding assigned sales targets

**Qualifications**

- 2+ years of experience in sales, business development, inside sales, customer service, or a related role
- Strong skills in lead generation, prospecting, and business development
- Proven ability to meet or exceed sales targets
- Excellent communication skills with the ability to build and sustain client relationships
- Experience using CRM systems to manage leads, opportunities, and follow-up tasks
- Ability to prioritize and manage multiple tasks independently and collaboratively in a fast-paced environment
- Proficiency in market research and analysis to identify new business opportunities
- Familiarity with the industrial, construction, or equipment rental industries is a plus
- Bachelor's degree in Business, Marketing, or a related field preferred
- Knowledge of crane operations or lifting equipment is a plus, but not required