

SALES DEVELOPMENT REPRESENTATIVE



REPORTING TO: SALES DIRECTOR

SALARY: £35,000-£40,000

FULL TIME PERMANENT

HYBRID WORKING OFFICE BASED TUNBRIDGE WELLS

JOB DESCRIPTION

We are seeking a highly motivated and organized Sales Development Representative (SDR) to join our dynamic SaaS business team. As an SDR, you will play a pivotal role in supporting the Sales team in their sales efforts by conducting thorough research, managing administrative tasks, and qualifying leads. Your efforts will directly contribute to the growth and success of our organization, helping to identify and engage potential clients in the software-as-a-service sector.

KEY RESPONSIBILITIES

This is a varied role that will depend on the requirements and activities of the team but will broadly encompass the below responsibilities.

- **Lead Research:** Conduct comprehensive research to identify potential leads and target companies within the designated sectors. Utilise various tools, databases, and resources to gather valuable information on prospective clients, their needs, pain points, and buying behaviours.
- **Lead Qualification:** Engage in proactive outbound prospecting through calls, emails, and other communication channels to qualify leads and identify decision-makers. Collaborate with Sales team to assess lead fit and prioritise outreach efforts.
- **Sales Support:** Assist the Sales team in preparing sales materials, including presentations, proposals, and sales collateral. Help to tailor messaging and value propositions to align with the needs of potential clients.
- **CRM Management:** Maintain accurate and up-to-date records of lead interactions and sales activities in the Customer Relationship Management (CRM) system. Ensure that all relevant data is captured and appropriately categorised.
- **Appointment Scheduling:** Coordinate and schedule meetings, demos, and follow-up calls between Sales team and qualified leads. Manage calendars and ensure efficient time management.
- **Pipeline Tracking:** Monitor and track the sales pipeline, providing regular updates to Sales team. Assist in forecasting potential opportunities and risks in the sales process.
- **Market and Competitor Analysis:** Stay informed about industry trends, market developments, and competitor activities. Provide insights and recommendations to improve our competitive position.
- **Collaboration:** Work closely with the Marketing team to align lead generation efforts with marketing campaigns and ensure seamless lead handoff. Collaborate with other team members to continuously improve sales strategies and processes.
- **Client Engagement:** Foster positive relationships with potential clients during the early stages of the sales cycle. Act as a knowledgeable resource and point of contact for inquiries.

PERSON SKILLS

- **Previous Experience:** Proven experience as an SDR or in a similar role within the SaaS industry is highly desirable.
- **Sales Acumen:** A genuine interest in sales and a strong understanding of sales processes, lead qualification, and prospecting techniques.
- **Research Skills:** Proficient in conducting market research, lead research, and competitor analysis.
- **Communication:** Excellent written and verbal communication skills. Ability to articulate complex concepts clearly and concisely.
- **Organisation:** Exceptional organisational skills with the ability to manage multiple tasks and prioritise effectively.
- **Tech-Savvy:** Comfortable using various software tools, CRM systems, and online communication platforms.
- **Adaptability:** Able to thrive in a fast-paced, ever-changing environment. Adapt quickly to new tools, processes, and challenges.
- **Team Player:** Strong collaborative spirit, willing to support colleagues and contribute to team success.