

# Sales Development Representative (SDR) (Remote or Office)

## Introduction

Over the past few years, the customer, investor and government expectations of companies to be more sustainable and responsible have increased exponentially. This is leading to more businesses recognising the importance of working more closely with their suppliers to achieve ambitious public commitments and business goals. As such, we seek an Sales Development Representative to identify and secure meetings with prospects for our team of Enterprise Account Executives. Our product combines software and services to help businesses drive brand, product and supply chain sustainability.

The successful candidate will have prospecting experience utilising multiple touch-points like email, phone and LinkedIn. Curiosity, tenacity, adaptability, high-energy and accountability are all invaluable attributes to be successful within this context. You join us 6-months after a complete company rebrand, ensuring that your outreach is accompanied by high levels of investment in brand awareness and sales enablement content. You will report into the Sales and Marketing Director for this desk-based role with the flexibility of remote or office-based working.

## Role

- Achieve consistent weekly outbound activity goals and monthly outcome goals (Meetings Booked and Sales Qualified Leads)
- Identify and secure meetings with target account prospects using email, phone and LinkedIn.
- Leverage sales technology (i.e. email automation, video messaging, gifting etc.) to maximise efficiency and effectiveness of outreach
- Handover booked meetings to appropriate Enterprise Account Executive
- Nurture prospects by sharing relevant content tailored to their organisation and needs
- Work with the Sales, Marketing and Product teams to evolve the messaging and positioning based on emerging customer needs and what is and isn't working
- Maintain Hubspot CRM as ordinary course of business
- Develop understanding, appreciation and empathy for prospects and their world

## Skills and experience

- Experience as an Sales Development Representative selling software and supporting services
- Understanding and ability to appropriately apply prospecting strategies
- Comfort engaging at all levels of a large organisation and successful at gaining senior leadership sponsorship
- Consistency in approach, persistency in outreach and
- High levels of clarity of thought, critical thinking, and attention to detail
- Ability to work well within a distributed, part-remote team
- Experience working as part of a managed service sale is desirable
- Experience working in and a passion for sustainability is very advantageous

[Interested in this role?](#)

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