



## **Sales Development Representative Job Description**

We know that the key to growth is a high-performing sales team. That's why we're seeking a qualified sales development representative (SDR) to find and screen potential customers who could benefit from our products and services. As the first line of communication with a prospect, the ideal SDR has a strong understanding of the sales process and excels at researching leads, starting new relationships, and setting up sales closers for success. The SDR should be a quick learner who has strong communication skills and an ability to showcase our offerings in a compelling way. Every potential customer is an opportunity for boosting top-line revenue growth, customer acquisition levels, and profitability.

### **Objectives of this role**

- Represent the company's products and services, using comprehensive knowledge as well as consumer research to explain how our solutions meet customer needs
- Generate leads and build relationships by nurturing warm prospects and finding potential new sales opportunities
- Manage and maintain a pipeline of interested prospects and engage sales executives in next steps
- Identify best practices for refining the company's lead-generation playbook

### **Responsibilities**

- Utilize Salesforce, cold calls, and email to generate new sales opportunities
- Identify the needs of prospects, and suggest appropriate products or services
- Build long-term, trusting relationships with prospects to qualify leads as sales opportunities
- Proactively seek new business opportunities in the market
- Set up meetings or calls between (prospective) customers and sales executives
- Report to sales manager with weekly, monthly, and quarterly results

## **Required skills and qualifications**

- Two or more years of experience in sales, with a track record of exceeding lead targets
- Strong communication skills via phone and email
- Proven, creative problem-solving approach and strong analytical skills
- Strong desire and ability to move up within a sales organization

## **Preferred skills and qualifications**

- Associate degree or at least five years of relevant work experience
- Experience as a sales development representative, with a track record of achieving sales quotas
- Proficiency with Salesforce or other CRM software

We thank all interested applicants; however, only shortlisted candidates will be contacted.  
Please send resume to [careers@globalstrategichr.com](mailto:careers@globalstrategichr.com)

EEO Employer