

## SDR Job Description

### We are Progression

As an SDR you are a sales-person-in-training, for 15-24 months you will help Account Executives find business opportunities while learning the foundations of business development.

Within 9-12 months you will progress into Senior SDR and in 15-24 months into Account Executive, Customer Success or SDR Manager.

Can you see yourself helping us take our growth to the next level? We invite you to come and discover for yourself the exciting future ahead of you.

### Job Role

As an SDR your goal is to reach out to prospects with the aim of booking meetings to generate business opportunities that contribute towards the Outbound Opportunity target and Annual Reoccurring Revenue target.

You will use cold outreach channels to speak with decision-makers and discover their business objectives/challenges to qualify how Kallidus software can help them fulfil their goals. Once qualified you will book the prospect a demonstration meeting with the Account Executive.

You will be reporting to the Sales Development Managers.

### Key Responsibilities

- Identify and engage with key stakeholders within a prospective account using cold-outreach channels such as Emails, InMail, Video and Phone Calls with the aim of booking a qualification call and demonstration for the Account Executives.
- Consistently achieve a monthly quota of qualified opportunities.
- Consistently achieve activity KPIs (minimum 150 calls a week, 50 personalised emails a week).
- Build rapport and trustful professional relationships with prospects and nurture the prospect/account until they are ready to progress along the sale cycle.
- Update and manage activities, opportunities and account information in Salesforce CRM.

### Ideal Candidate:

#### Must have's:

- **Drive** - you are goal orientated and driven by passion.
- **Intellect (EQ + academic)** - you are self-aware and aware of others' emotions and possess critical thinking skills.
- **Discipline** - you can manage your own time and embrace the repetitive nature of the role.

- **Determination** - you embrace the knockbacks and rejection and use them as an opportunity to improve yourself.
- **Curiosity** - you are willing to ask questions and be coached, and always on the hunt to learn and think outside the box to evolve your prospecting approaches.
- **Collaboration** - you can seek help and help others and display a can-do attitude.
- **Integrity** - you celebrate diversity, speak up when things aren't right and are honest with colleagues and prospects.

### **Desirables**

- Any previous sales or customer service experience.
- Although not necessary any University Degree.
- SaaS business acumen or commercial awareness.

### **The Package**

£31,830 starting salary + uncapped commission - Rising with additional promotions within the SDR Team.

### **Benefits**

Our comprehensive benefits package reflects the importance we place on employee wellbeing:

- Private healthcare with Vitality Health (including dental and optical)
- Performance incentives, including ski trips, spa days and fine dining!
- Perkbox - including cinema tickets, coffees, discounts, and hundreds of freebies
- Cycle to work scheme
- Pension
- 25 days paid holiday + bank holidays + birthdays
- Flexible working from home
- Plus, many others

### **Training and Development**

**During the first 3 months, you will:**

- Join our 12-week Sales Academy, where you will learn our solutions and the skills necessary to set you up for success - this will be mostly during our normal office hours.
- Begin 1:1 's with your manager and start to set your objectives and develop an action plan
- Start to proactively call, email and InMail into clients using your knowledge to uncover and book meetings for the direct sales team

**Within 6 months, you will:**

- Consistently achieve your Key Performance Indicators (KPIs)
- Have a strong understanding of Kallidus and feel confident talking about our solutions and industry
- Be focusing on upskilling and continuous development through coaching, training and mentorship
- Become eligible for Senior SDR Promotion / Inbound SDR (6-12 months).

**Within 12 months, you will:**

- Become a trusted business advisor and Kallidus expert, making a significant impact on the business development team
- Considered a top-performing SDR on the team by consistently achieving your goals
- In a position to progress into an Account Executive, Customer Success, Team Lead role and SDR Manager within 12/18 months.