



## Head of Sales Development

This is a great opportunity to make your mark in a hypergrowth people-focused tech company and our rapid expansion plans in North America. We lead the way in developing award-winning people operations and onboarding solutions for global brands Including KPMG, Warby Parker, Zapier and many many more...

We need an ambitious self-driven individual to join our winning team as a Head of Sales Development and support the next stage of our growth journey. In return we offer the opportunity for a fast-track career into sales and beyond with a hyper-growth people-focused company.

## The People

People are at the heart of everything we do. Sapling is not only a great place to work, but a place to build careers and lasting friendships. We invite you to come and find out for yourself.

If you have the drive to join an energetic and dynamic team that are at the heart of Sapling' growth plans, with a passion for people, business and technology – then get in touch.

## Key Responsibilities and Accountabilities:

- Building a team growing to 10+ Sales Development Reps to deliver ongoing professional development and target attainment (qualified meetings booked with decision makers)
- Supporting in growing our Mid-Market and Enterprise client base across N.Am
- Provide continual training on industry best tools to help identify and analyze possible opportunities in the market and turn into qualified sales opportunities
- Develop and perfect the onboarding, induction and ongoing SDR program to deliver productive and efficient new hires - trying to beat the 3-month ramp of capable, confident and credible SDRs
- Continually review Sales Development best practice and implement value add strategies across the team - with a core focus on human focused outreach
- Build a scalable, repeatable model around the concepts of consistency and persistence
- Build relevant sales content and supporting documentation to ensure an excellent 'Customer Journey'
- Work as a link between Sales and Marketing to ensure lead conversion and Ideal Customer Profile targeting
- Work closely with the VP of Sales & Marketing to review ongoing strategic objectives, iteratively devising plans for growth



- Continually using the tools at your disposal to motivate and encourage your SDRs to get a consistent and sustainable output
- Review the market for the best-in-class technology to get consistent performance improvements
- Adopt a growth mindset in everything you do and become a champion of growth with your team

### **Key Skills, Experience and Behaviors:**

- An expert coach, who looks at continuous improvement on a daily, weekly and monthly basis - seeing each team member as a work in progress
- A passion for outbound, from crafting engaging outbound calling approaches, to ensuring our video outreach stands out and offers value
  - Must have: Previous experience in building outbound calling engines
- The art of outbound - how to develop human-led experiences that engage from initial outreach to booking the first meeting
- Has experience in targeting Ideal Customer Profile (ICP) accounts utilizing a multi-channel approach
- The science of outbound - an expert in metric evaluation of outbound campaigns, ensuring the continual uplevelling of key metrics
- Excellent communication skills, with an inherent ability to excel in human, business and technical conversations
- Consultative - can construct intelligent, probing questions, documentation and processes for your team
- Commercial Awareness - can understand and pick up business terms quickly and communicate them to your team
- Articulate – with emotional intelligence – know your team, connect with them and drive the Sapling culture
- Resilience – in a fast-paced environment
- Teamwork – support individuals but pull them together as a team towards the same goal
- Drive – the desire to succeed within the industry and deliver for yourself and your team
- Always putting the customer first in every interaction
- Target driven – able to meet and exceed daily, weekly and monthly targets
- Ability to apply learning and share knowledge
- Enthusiastic about Sapling, what the business does and excited about our direction
- Technology , ideally preferred knowledge of Salesloft, Salesforce, Vidyard or Loom, Level11, Zoominfo, Salesintel, Slintel and Sales Navigator