**Position description**

**Sales Development Rep**

**Name:** Vacant

## 

## Job Details

At [Company X], 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.

**Reporting to:** Vacancy

**FTE:** 1

## About the company

This job description is from a Sales organization template modelled for a typical midsized enterprise B2B SaaS. (E.g. ~100-125 employees, ~Series B fundraising completion, ~$5-$25M ARR). Job roles and accountabilities are a guide only based on Functionly's org design team experience and research. Salary is a guide only, and intended to be in $AUD, sourced from mean salaries within the $5-$25M ARR band from Think & Grow 2021/22 Australian Startup Salary Guide. USA customers could try use https://topstartups.io/startup-salary-equity-database/ data to find market salary data within different categories. <Replace with your own information>

## Roles and responsibilities

Sales Development Rep -

* Direct Outbound Business Development
  + Conduct outreach market activity to target accounts to identify and develop business opportunities
  + Identify and qualify suitable sales prospects
  + Find new business through conducting research into companies in specific market segments/verticals and identify key target personas and generate SQLs
  + Make outbound calls, emails and LinkedIn messages to qualify potential clients
* Sales Qualification Development
  + Evaluate MQLs for sales qualified lead fit through nurturing and uncovering required profile information
  + Identify the needs of prospects and uncover the scope of appropriate products/services
  + Hand off qualified leads to sales AEs
* Sales Execution
  + Maintain exceptional sales hygiene through managing pipeline and activities in sales systems.

## Accountable metrics

* SDR: Productivity metrics (e.g. # calls/day, # meetings booked/day)

## Compensation guide\*

* AUD $67,000 (base only)

[signature block]

Signature\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date\_\_\_\_\_\_\_\_\_\_\_\_

\*Salary is a guide only, and intended to be in $AUD, sourced from mean salaries within the $5-$25M ARR band from [Think & Grow 2021/22 Australian Startup Salary Guide](https://www.thinkandgrowinc.com/salary-guide-2021). USA customers could use <https://topstartups.io/startup-salary-equity-database/> data to find market salary data within different categories.