



Job Description

Sales Development Representative

Exeter, EX1 1QR

Permanent Contract

£20-24k per annum, + OTE

Reports to: Sales Team Manager

The Role

Air Marketing Group is on an exciting growth journey having grown to £2million ARR and a team of around 50 people in its first 4 years.

We are an outsourced B2B sales agency providing sales resource to the likes of Funding Circle, ContentCal and E.On as well as a high street bank. We are hungry to take our business to the next level and as a result of winning a number of new clients in the SaaS and tech space, we are seeking experienced SDRs join our growing company's sales team. This is an opportunity to join a growing company and impact on shaping our future.

As an SDR, you will be responsible for conducting outreach and prospecting activity for our clients using multiple channels including the phone, email, LinkedIn and video prospecting. You will have experience selling technology or SaaS solutions and you will help our clients grow their pipeline by uncovering qualified opportunities for their in-house sales teams.

You will be given the opportunity to liaise directly with our clients, as well as collaborate with our Account Management team and Head of Sales to ensure our go to market strategy performs for each of our clients.

Ideally, you will have experience utilising relevant sales tools & targeting c-level executives.

Yes, you will be selling. Yes, you will need to make cold calls. And no, it's not easy. But you'll be valued, challenged, rewarded and you'll have fun in this fast-paced environment.

To be successful in this role, you will need to have previous experience in software or technology pipeline creation, ideally at the top of funnel. Experience sitting product demos and closing deals is a bonus, but not required.

Ultimately, you will boost sales and contribute to both our business' and our clients' long-term business growth.

Responsibilities

- Proactive outbound prospecting to establish current needs, build relationships and sell solutions
- Qualify and understand all opportunities effectively
- Value based selling by understanding the true value of products and solutions available to our clients' prospects
- Present to prospects once their needs have been established
- Generate qualified sales opportunities to pass to our clients' inhouse sales teams
- Build and maintain a healthy pipeline at all times
- Report to the Sales Team Manager (weekly/monthly/quarterly)
- Effectively manage own time
- The above is not an exhaustive list of duties and you may be expected to undertake other tasks when required, in line with business objectives.

Requirements

- Proven track record of success in a sales role selling SaaS or technology solutions into B2B.
- Hands-on experience with multiple sales techniques and technology (including cold calls)
- Experience using LinkedIn sales Navigator or similar solutions
- Social selling experience
- Strong written communication – you will need to be smart with your personalised outreach
- Ability to research prospects and comfortable navigating your way around social media (mostly LinkedIn)
- Comfortable using video as part of the sale process
- High levels of resilience and determination to overcome objections
- Strong commercial acumen
- Ambition and a real passion for sales
- Results driven; target focussed
- Competency using Computers and Microsoft products (Outlook, Word, Excel etc.)
- A working knowledge of CRM systems (e.g. Salesforce)
- Understanding of sales performance metrics
- Excellent communication and negotiation skills with an ability to engage prospects
- A positive and optimistic outlook

How will success be judged?

- Meeting and exceeding monthly sales key performance indicators such as, number of daily prospect contacts, number of converted customer conversations and number of leads/opportunities created
- Exceeding productivity measures such as pipeline and/or revenue contributed/achieved
- Consistently hit targets across worked campaigns
- Strategic thinking, resulting in proactively suggesting improvements that can be made to campaigns (scripts / emails / data etc...)
- A professional attitude, clearly demonstrating our company values:
 - Be here, be honest, be present
 - High performance
 - Take ownership
 - Team player
- To think strategically when meeting with clients but also critically when working
- To be able to take on constructive feedback and action changes accordingly

- Actively look to support colleagues and add value to their expertise where applicable
- Support the Leadership team where necessary

Sales Development Representative Benefits:

- Competitive salary plus commission
- Continuous development support
- Social office environment with regular paid company social events
- Work from Home days
- Monthly and quarterly team and individual incentives
- Regular 121's
- Weekly Company catch up
- Healthy working environment with refreshments provided
- Weekly fruit delivery
- Monthly company lunch
- Wellness program