



# Sales Development Representative (SDR)

 Exeter, EX1 1QR

Permanent Contract  
£20,000 - £24,000 per annum  
+ OTE

## Life at Air...

**Every day brings something new at Air Marketing and we are always ready to respond with our A-game. We are a team of ambitious individuals with a genuine desire to inspire and drive one another.**

Enjoying our work is especially important at Air - a fast paced, caring and collaborative environment helps us to mould the best possible working culture for each and every one of us. Whether it be prime time delivery or campaign training with our clients, we are in it together to challenge, support and ultimately, to achieve.

With hybrid working on offer (we all love being in our awesome office but we understand times have changed), additional holiday allowance, monthly social events and some other great benefits at our fingertips, Air is a fantastic place to work.

## The Role

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.

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.

## Requirements

### Must haves

- 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

### Benefits

- Competitive salary plus commission
- Continuous development support
- Social office environment with regular paid social events
- 23 days holiday a year (+ length of service increase)
- Team and individual incentives
- Work from home days
- Sick pay
- Weekly company catch up
- Healthy working environment with refreshments provided
- Monthly company lunch
- Wellness program

## 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 Head of Sales (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.

## To apply

Sound interesting? Great!  
Send your CV and cover letter to:  
[careers@air-marketing.co.uk](mailto:careers@air-marketing.co.uk)