

SALES DEVELOPMENT REPRESENTATIVE

Overview:

Our client is a fast-growing international data, analytics and AI consultancy looking for its first Sales Development Representative in South Africa. You'll help build the company's outbound sales function from the ground up, identifying enterprise prospects, starting relevant conversations and booking qualified meetings for the commercial team.

This is a fully remote role aligned primarily to UK and European business hours.

Responsibilities

- Build qualified pipeline through outbound prospecting.
- Run targeted email and LinkedIn outreach.
- Research and engage senior enterprise decision-makers.
- Personalise outreach based on account and prospect context.
- Qualify leads and book meetings for the commercial team.
- Manage follow-up activity across your pipeline.
- Maintain accurate CRM records.
- Work toward eight qualified meetings per month by month four.
- Collaborate on messaging, targeting and qualification.
- Develop strong knowledge of the company's analytics and AI offering.

Requirements

- 2 to 3 years' B2B SDR or sales experience.
- International sales experience preferred.
- SaaS or technology experience advantageous.
- Confident with cold email and LinkedIn outreach.
- Strong written English.
- Experience managing your own sales pipeline.
- Comfortable working independently and remotely.
- CRM and prospecting tool experience.
- Startup or scale-up experience advantageous.
- Exposure to Power BI, Tableau or similar tools would be beneficial.

