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| **Job Title:** | Sales Development Representative (SDR) | **Contract/Dept:** | Sales & Marketing |
| **Reports To:**  **(Job Title)** | Sales & Marketing Director | Reports: | None |
| **Location:** | Hybrid | **Post Holder:** | None |
| Created By: | Steven Hockley | **Date Created:** | 22 October 2024 |
| Owner: | Stuart Binfiled | **Line Manager:** |  |

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| Inciper values:  We believe in working with our clients, not for them. By working in a more personal way, we can support organisations across an entire programme lifecycle, securing buy-in from the right stakeholders and responding to developments as they happen. Inciper has a proven record of delivering strategy development, delivery frameworks and operational support that drives business value – on time and within budget.  Inciper work differently because we think differently. Since launching, Inciper has had one vision – to be the go-to consultancy for organisations looking to benefit from improved ways of working powered by Microsoft technology.  This vision feeds into everything we do and is instrumental to the flexible, agile, outcome-focused approach we adopt in all our projects. In other words, if what we are doing does not deliver a direct value for our clients, we question why we are doing it.  There is no reason for business leaders to have to wait months and sometimes years to see any value from their Microsoft Business Application investments. Our approach enables clients to see progress from day one and realise ROI quicker. |

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| **Job Purpose:** |
| As a Sales Development Representative (SDR) at Inciper, you will play a crucial role in driving our sales efforts by identifying and qualifying potential leads. You will be the first point of contact for prospective clients, responsible for generating interest and setting up meetings for our sales team. This is an excellent opportunity for a motivated and ambitious individual to kickstart their career in sales and grow within a fast-paced and supportive environment. |

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| **Key tasks & responsibilities** |
| * **Lead Generation:** Identify and research potential clients through various channels, including social media, industry events, and online databases. * **Outbound Outreach:** Conduct outbound calls, emails, and social media messages to engage with potential clients and introduce them to Inciper’s offerings. * **Qualifying Leads:** Assess the needs and pain points of potential clients to determine their fit with our solutions using the BANT qualifying process. * **Appointment Setting:** Schedule meetings and demos for the sales team with qualified leads. * **CRM Management:** Maintain accurate and up-to-date records of all interactions and activities in the CRM system. * **Collaboration:** Work closely with the sales and marketing teams to develop and refine outreach strategies. * **Feedback:** Provide feedback to the marketing team on the effectiveness of lead generation campaigns and suggest improvements. |

## **Person Specification**

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| **Job Title:**  (& Grade) | Sales Development Representative (SDR) | **Department:** | Sales & Marketing |

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|  | **Essential** | **Desirable** |
| **Education** | * Educated to A Level or equivalent. |  |
| **Skills & Knowledge** | * Excellent communication and interpersonal skills. * Strong organizational and time management abilities. * Self-motivated with a proactive approach to work. * Ability to work independently and as part of a team. * Familiarity with CRM software and sales tools is a plus. | Previous experience in sales, customer service, or a related role is a plus but not required. |

*Please Note:*

*All details are provided for guidance only; they do not necessarily limit the responsibilities and accountabilities of the job. Full details of employment terms are provided within offers of employment, and appropriate policies within the Company.*