



Sales Development Representative (SDR)

Job Overview

We are seeking a motivated and results-driven Sales Development Representative (SDR) to join our dynamic sales team. The SDR will be responsible for generating leads and qualifying prospects through various outreach methods including cold calling, cold emailing, and LinkedIn messaging. The ideal candidate is an excellent communicator, both verbally and in writing, and is fluent in English.

Key Responsibilities

- **Generate SQL (sales-qualified lead), a lead that has a high probability of converting into a customer**
- Conduct high-volume outbound **cold calls** and emails to potential prospects specifically for cybersecurity products
- Develop and execute targeted cold email campaigns and utilize LinkedIn to identify, connect, and engage with potential leads
- Qualify leads based on the BANT (Budget- Authority- Need- Time) Framework and set up meetings or calls for the sales team
- Maintain accurate records of all interactions in the CRM system and track sales progress and metrics
- Achieve or exceed monthly and quarterly targets for lead generation and appointments set
- Conduct thorough market research to identify high-growth industries and customer segments in the cybersecurity and networking markets
- Execute a comprehensive business development strategy, generating and nurturing leads into a strong sales pipeline
- Deliver persuasive sales presentations, cultivate relationships with key stakeholders, and drive partnership programs
- Showcasing the demo of the PSM product, understanding scope and proposal drafting, and representing the company at industry events

Qualifications

- Bachelor's or Master's degree in a technical field
- Exceptional verbal and written communication skills
- Fluency in English is a must.
- Strong research skills to identify and target relevant companies and contacts
- Ability to handle rejection and maintain a positive attitude
- Self-motivated, goal-oriented, and able to work independently as well as part of a team.
- Excellent organizational and time management skills.

Benefits of working with us

- Working with us allows you to gain hands-on experience and training on various industry-leading tools for database management and prospecting. Tools such as ZOHO CRM, Lusha, Apollo.io, Notion, LinkedIn Sales Navigator, and more will be at your disposal, empowering you to enhance your skills and streamline your work.
- Benefits of both worlds - Enthusiasm & Learning Curve of a Start-Up, Deliveries & Performance of an Enterprise Service Provider. The sky's the limit when it comes to learning, growth & ideas. We do not follow the typical corporate hierarchy ladder.
- Medical insurance, gratuity, and provident fund.
- As part of our dedication to an inclusive and diverse workforce, Threatcop is committed to Equal Employment Opportunity without regard for race, color, national origin, ethnicity, gender, protected veteran status, disability, sexual orientation, gender identity, or religion.

Threatcop is a sister concern for Kratikal.

Threatcop Inc. stands as a prominent name in the realm of cybersecurity, delivering robust solutions to over 200 Enterprise clients and 1000+ SMEs across diverse sectors such as E-commerce, Finance, BFSI, Healthcare, Manufacturing, and Telecom. Our foundation was laid with a mission to empower global enterprises with cutting-edge, technology-driven cybersecurity solutions to combat the ever-evolving landscape of cyber threats.

Presently, Threatcop proudly boasts the recognition of being a recipient of the prestigious Cybersecurity Excellence Award, underscoring our commitment to excellence in safeguarding digital landscapes. Our suite of innovative products, including TSAT, TDMARC, and TPIR, alongside comprehensive VAPT services, have earned accolades for their efficacy and impact. With strategic partnerships forged with renowned entities across the globe, Threatcop continues to lead the charge in fortifying digital ecosystems. For a deeper understanding of our endeavors, please explore our official website: www.threatcop.com