



Sales Development Representative (SDR)

Sales

About GMO GlobalSign

GlobalSign is the leading provider of trusted identity and security solutions enabling businesses, large enterprises, cloud service providers and IoT innovators around the world to secure online communications, manage millions of verified digital identities and automate authentication and encryption. Its high-scale PKI solutions support the billions of services, devices, people and things comprising the Internet of Things (IoT). The company has offices in the Americas, Europe and Asia. For more information, visit <https://www.globalsign.com/en/company>.

Summary of the role

Purpose: The person in this role will play a pivotal role in driving the growth of the organization by generating and qualifying leads for the sales team. serves as the frontline ambassador of the organization, tasked with igniting the spark that fuels the sales engine. Her/His primary purpose is to identify and engage potential customers, nurturing them from initial interest to qualified opportunities. By meticulously researching target markets and executing strategic outreach campaigns, the SDR cultivates relationships that lay the foundation for revenue growth. They are responsible for identifying potential customers, initiating contact, and nurturing relationships to create opportunities for the sales pipeline. The SDR acts as the first point of contact for prospects, paving the way for successful sales engagements.

The purpose of the Sales Development Representative role extends beyond the realm of lead generation; it embodies the mission to forge meaningful connections, drive engagement, and lay the groundwork for lasting customer relationships.

Department: Sales

Reporting into: Sales Manager EMEA

Location: Leuven, BE

Nature of employment: Permanent (CDI)

Contractual hours: 37.5 hours per week

Reports: This role does not have people management responsibilities.

Travel: No travel expected for this role (apart from team events).

Flexible working: We are hybrid working and would consider remote working with occasional office visits or other flexible working arrangements as long as you permanently reside in Belgium.

Equal opportunities, diversity, and inclusion: We are an equal opportunities employer committed to diversity and inclusion and have a zero-tolerance approach towards bullying and harassment.

Right to work: For your application to be considered, you must have a current right to work in Belgium.

Background checks: Due to the trusted nature of our business, you will be required to undertake identity and background checks, including criminal record checks and qualifications, and periodic reviews of trustworthiness. You will also be required to immediately inform your line manager of any changes in your circumstances relevant to these checks.

Main job responsibilities and accountabilities

- Conduct targeted research to identify potential leads and prospects within defined market segments. Utilize various channels such as email, phone calls, social media, and networking events to initiate contact and introduce the company's products or services.

- Reach out to prospects through personalized and compelling messaging to spark interest and establish rapport. Qualify leads based on predefined criteria and assess their readiness for further engagement with the sales team.
- Conduct thorough qualification of leads by asking relevant questions to understand their needs, challenges, and purchasing intent. Determine the prospect's fit for the company's offerings and prioritize leads based on potential revenue opportunities.
- Schedule meetings and appointments for the sales team with qualified leads who have expressed interest in learning more about the company's solutions. Coordinate calendars and logistics to ensure seamless communication and scheduling.
- Maintain accurate records of prospect interactions and lead status updates in the CRM system. Track and manage leads through the sales pipeline, ensuring timely follow-up and progression towards conversion.
- Collaborate closely with the sales team to align on target accounts, messaging strategies, and lead handover processes. Provide valuable insights and feedback from prospect interactions to optimize sales strategies and improve conversion rates.
- Track key performance metrics such as lead conversion rates, appointment-to-close ratios, and pipeline velocity. Generate reports and dashboards to evaluate the effectiveness of outreach efforts and identify areas for improvement.

Person specification

Essential

- Clear and concise communication skills, both verbal and written, with the ability to articulate value propositions and engage prospects effectively.
- Ability to handle rejection and persistently pursue leads with a positive attitude and determination.
- Strong organizational skills and the ability to prioritize tasks to maximize productivity and meet targets in a dynamic environment.
- Flexible and adaptable to changing priorities, market dynamics, and sales strategies.
- Comfortable using CRM systems, email automation tools, and other sales technology to streamline processes and track prospect interactions.

Desirable

- Previous experience in sales, customer service, or lead generation roles, preferably within a B2B environment.
- Basic understanding of the industry, market trends, and competitive landscape to effectively engage prospects and position the company's offerings.
- Ability to analyse data and metrics to identify patterns, trends, and opportunities for optimization in lead generation and qualification processes.
- Eagerness to stay updated on sales techniques, industry best practices, and product knowledge through ongoing training and self-directed learning initiatives.
- Proven track record exceeding quota.
- Strong analytical, business process development and problem-solving skills
- Strong Time Management skills and the ability to prioritize and manage multiple activities.

One GlobalSign Way

Our employees are expected to fully embrace our 'One GlobalSign Way' and demonstrate the following behaviours daily in their job roles.

- *Ownership* - Be responsible and accountable for own job responsibilities, performance, conduct, learning, training, development, career progression and effective communication.



- *Creativity* - Challenge how things are done, suggest more effective and efficient ways of working, actively seek to improve customer service and product offering to both external and internal customers.
- *Integrity* - Behave ethically and morally by complying with Company rules, policies, processes, procedures, and governmental/governing body laws and regulations.
- *Collaboration* – Understand and demonstrate effective team working skills by working successfully within and across teams.
- *Diversity (and inclusion)* - Contribute to a dignified work environment by respecting and including others irrespective of age, culture, ethnicity, race, nationality, religion, belief, gender, gender reassignment, sexual orientation, disability, marriage/civil partnership and pregnancy/maternity.
- *Waku Waku* - Seek to be passionate and positive about GMO GlobalSign by aligning with the mission, vision, behaviours, and objectives.

What we offer

We offer a competitive salary and benefits package including company profitability scheme, workplace pension, group income protection insurance, group private health insurance, group life insurance cover and much more.

Application process and deadline

If you meet the criteria listed above, found the nature of our business fascinating, and can demonstrate our One GlobalSign Way behaviors daily, then please apply for the role by sending us a cover letter along with your current CV/resume to hr-be@globalsign.com.

Privacy Policy

I understand that by continuing to apply for this vacancy, I am agreeing to the processing of my personal data, subject to GlobalSign's [Privacy Policy](#).