



Sales Development Representative (SDR)

About GMO GlobalSign

GlobalSign is one of the world's leading providers of trusted identity and security solutions enabling businesses, large enterprises, cloud service providers and Internet of Things (IoT) innovators around the world to secure online communications, manage millions of verified digital identities and automate authentication and encryption. Its high-scale Public Key Infrastructure (PKI) and identity solutions support the billions of services, devices, people and things comprising the 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 Sales Development Representative (SDR) plays a key role in supporting business growth by identifying, engaging, and qualifying prospective customers for the sales team. Acting as the first point of contact for potential customers, the SDR is responsible for building early-stage relationships and converting initial interest into qualified sales opportunities.

Through targeted market research and structured outreach activity, the role focuses on developing a robust sales pipeline and ensuring that opportunities passed to the sales team are well-qualified and aligned to business priorities.

Department: Sales

Reporting into: UK Sales Team Leader

Location: Maidstone, UK

Nature of employment: Permanent

Contractual hours: 37.5 hours per week

Reports: This role does not have people management responsibilities.

Travel: Occasional (up to about 25% primarily within the EMEA region).

Flexible working: We offer a hybrid working model, and the role will be required to attend the Maidstone office twice a week on set days. Flexible working requests will be considered in line with the Company's Flexible Working Policy and business requirements.

Equal opportunities, diversity, and inclusion: We are an equal opportunities employer committed to diversity and inclusion, will make reasonable adjustments in line with statutory requirements, and have a zero-tolerance approach towards bullying and harassment.

Right to work: Any offer of employment will be subject to satisfactory evidence of the right to work in the UK.

Background checks: Due to the trusted nature of our business, you will be required to undertake identity, right-to-work and role-appropriate background checks (which includes criminal record checks and qualifications verification), together with periodic reviews of trustworthiness when required. 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.
- Utilise 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 personalised 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 prioritise 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 optimise 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.
- Comply with company policies and procedures (including but not limited to data protection, information security and acceptable use), and for undertaking mandatory in-house company training and surveys as required.
- Undertake other reasonable duties consistent with the scope and seniority of the role as required.

Person specification

Essential

- Clear and concise verbal and written communication skills in English, sufficient to perform the duties of the role effectively.
- Demonstrates resilience and professionalism when faced with rejection, maintaining a positive attitude and continuing to identify and progress appropriate new sales opportunities in line with agreed sales processes and customer engagement standards.
- Strong organisational skills and the ability to prioritise tasks to maximise 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.
- Good understanding of relevant data protection laws.

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 optimisation 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.

- Demonstrated ability to exceed quota.
- Strong analytical, business process development and problem-solving skills
- Experience using Salesforce to track and manage leads through the sales pipeline, ensuring timely follow-up and progression towards conversion, and to generate dashboard and reports to monitor key performance metrics.

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 a company bonus scheme linked to profitability, workplace pension, group income protection insurance, group private health insurance, group life assurance, enhanced annual leave, enhanced maternity and paternity pay, employee discount schemes, an employee assistance programme (EAP), and much more.

Application process and deadline

If you feel you meet the criteria listed above, are interested in the nature of our business, and can demonstrate our One GlobalSign Way behaviours in your day-to-day work, please apply for the role by sending a cover letter and your current CV by email to hr-uk@globalsign.com before 5:00pm (UK time) on 27 March 2026. If you require any reasonable adjustments during the recruitment process, please let us know.

Privacy Policy

GlobalSign will process your personal data for recruitment purposes in accordance with GlobalSign's [Privacy Policy](#).