

ENTRY-LEVEL

Sales Development Representative

Cavelo is a Kitchener-based cybersecurity start-up that delivers a SaaS product for data security. Our team is dedicated to building a valuable and disruptive product that solves real problems relating to data governance and risk, and continuously learning about the customers and industries we serve.

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Role

The Sales Development Representative (SDR) role is a key function of Cavalo's demand generation activities lead by the Marketing team. SDRs create and develop business opportunities, represent Cavalo at industry events, and provide important internal insight about our potential customer base. This is an entry-level role that provides excellent experience for later Sales/Marketing careers in the tech space. Salaried role comprised of base + compensation; benefits after probationary period.

The individual who is successful in this role is self-motivated, eager to learn, quick to adapt to changing briefs or projects, highly organized, and an excellent communicator. No prior cybersecurity experience or knowledge is required.

What we're looking for:

- A University or college degree or an acceptable combination of education and experience
- At least one (1) year of direct work experience in a sales or similar function
- A background in dealing with the public in some capacity is ideal (retail, sales, etc.)
- Exceptional verbal communication skills appropriate for dealing with business professionals at various levels
- Excellent listening and written communication skills
- Strong problem solving and critical thinking skills
- Engaged and enthusiastic attitude
- Proficient with Microsoft Office and LinkedIn; experience with a CRM is ideal
- Thrives when working independently and with a team
- High level of integrity and work ethic

Responsibilities of the role:

- Perform targeted, customized outreach to potential leads within a geographic territory via phone, email, and LinkedIn
- Identify qualified prospects and accounts based on our Ideal Customer Profile (ICP)
- Meet daily, weekly, and quarterly KPIs for outbound activity and lead generation
- Meet monthly and quarterly quotas for Sales Qualified Lead generation
- Engage in continuous learning on B2B sales, cybersecurity, and product training
- Nurture and develop inbound leads into sales qualified opportunities
- Set up 1:1 meetings and demos for Account Executives with potential opportunities
- Attend trade shows and represent Cavalo's product and pitch
- Work closely with Marketing and Sales to provide feedback on prospect pain points and needs
- In-office position



Cavelo is an equal opportunity partner and committed to ensuring a welcoming, respectful and inclusive work environment with equal access for people with disabilities. Please contact us at careers@cavelo.com if you require any accommodations.

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