



Sales Development Representative (SDR)

ROLE	LOCATION	DEPARTMENT
Sales Development Representative (SDR)	Mumbai, Gurugram, Bengaluru	Growth

▪ ABOUT LOCOBUZZ

Locobuzz builds AI-powered Customer Experience technology that helps global brands listen, engage, and respond to customers across every digital channel; social, messaging, reviews, and support. Our platform combines social intelligence, conversational AI, and workflow automation to manage millions of customer interactions at scale. Leading brands across industries run their CX operations on Locobuzz.

▪ ABOUT THE ROLE

We are looking for a high-energy, results-driven Sales Development Representative (SDR) to join our Growth team. As an SDR at Locobuzz, you will be at the forefront of our sales strategy, identifying new business opportunities, engaging potential clients, and setting the stage for meaningful conversations.

▪ KEY RESPONSIBILITIES

- Research, identify, and qualify potential clients through channels such as LinkedIn, email, calls, and events
- Reach out to prospects with personalised outreach to generate interest and schedule meetings
- Work closely with the sales team to nurture leads and maintain a healthy sales pipeline
- Maintain accurate lead and prospect data in Salesforce
- Build strong product knowledge of Locobuzz's offerings, market positioning, and customer pain points
- Collaborate with sales teams to refine outreach strategies and improve conversion rates
- Track industry trends, competitor activity, and customer insights to sharpen sales approaches

▪ KEY SKILLS / WHAT WE'RE LOOKING FOR

- MBA or bachelor's degree in Business, Marketing, or a related field
- 1–3 years of experience in sales development, lead generation, or business development, preferably in SaaS, Martech, or CX
- Strong communication, persuasion, and active listening skills
- Ability to manage and prioritise multiple leads efficiently
- Tech-savvy, comfortable with CRM tools (Salesforce), LinkedIn Sales Navigator, and email automation platforms
- Resilient, self-motivated, and target-driven mindset; interest in AI, CX, and digital transformation is a plus

▪ WHY LOCOBUZZ?

- Work in a fast-growing, AI-driven tech company redefining customer engagement
- Be part of a dynamic, collaborative, growth-focused team
- Make a direct impact on business growth and sales strategy



- Access continuous learning, skill-building, and career advancement opportunities