



## Sales Development Representative (SDR) – Locobuzz

**Location:** [Mumbai or Remote]

**Experience Level:** 1-3 Years

**Department:** Sales

### About Locobuzz:

Locobuzz is a leading AI-powered customer experience and engagement platform, helping brands transform the way they interact with customers through social listening, online reputation management (ORM), and omnichannel engagement. Visit our website [LocoBuzz](https://www.locobuzz.com) for more information on our CX management products and services

### Role Overview:

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. If you thrive in a fast-paced, tech-driven environment and have a passion for sales, we want to hear from you!

### Key Responsibilities:

- **Lead Generation & Prospecting:** Research, identify, and qualify potential clients through various channels (LinkedIn, emails, calls, events, etc.).
- **Outbound Sales Engagement:** Reach out to prospects via personalized outreach to generate interest and schedule meetings.
- **Pipeline Development:** Work closely with the sales team to nurture leads and ensure a healthy sales pipeline.
- **CRM Management:** Maintain accurate lead and prospect data in Salesforce
- **Product Knowledge:** Understand Locobuzz's offerings, market positioning, and customer pain points to effectively communicate value propositions.
- **Collaboration:** Work with sales teams to refine outreach strategies and improve conversion rates.
- **Market Research:** Stay updated on industry trends, competitor activities, and customer insights to enhance sales approaches.

### What We're Looking For:

- MBA or a 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 Customer Experience space).
- Strong communication, persuasion, and active listening skills.
- Ability to manage and prioritize multiple leads efficiently.
- Tech-savvy and comfortable using **CRM tools (Salesforce), LinkedIn Sales Navigator, and email automation platforms**.
- Resilient, self-motivated, and target-driven mindset.
- A keen interest in AI, customer experience, and digital transformation is a plus!

### Why Join Locobuzz?

- Work in a **fast-growing, AI-driven tech company** redefining customer engagement.
- Be part of a **dynamic, collaborative, and growth-focused** team.
- Opportunity to **make a direct impact** on business growth and sales strategy.
- Continuous learning, skill-building, and career advancement opportunities

