

Sales Development Representative (Outbound)

 London, UK (Hybrid, 3 days/week)  £32,000–£38,000 base / £50,000–£56,000 OTE  Full-time

Brightline Software helps mid-market operations teams replace spreadsheets with a single source of truth for inventory and fulfilment. We're growing our outbound engine and hiring our next SDR to build pipeline from scratch — no inbound queue to lean on.

ABOUT THE ROLE

This is a 100% outbound-focused SDR role. You'll own a defined book of target accounts in the mid-market logistics and retail-ops space, and your job is to generate qualified meetings for our Account Executives through cold outreach — calls, email sequences, and LinkedIn. There is no marketing-generated lead queue for this seat; success here is built, not handed to you.

WHAT YOU'LL DO

- Run high-volume outbound prospecting: 60+ cold calls and 40+ personalised emails per day across a targeted account list
- Build and execute multi-touch outbound sequences (call, email, LinkedIn) using Outreach and Sales Navigator
- Research target accounts to identify relevant trigger events and tailor messaging to each prospect's operational pain points
- Qualify inbound interest that does land, using MEDDIC-style discovery, and book meetings for Account Executives
- Maintain accurate pipeline and activity data in Salesforce — no rep flies blind here, and neither do we
- Partner closely with your paired AE and with Marketing to sharpen targeting and messaging based on what's actually landing in the market
- Hit a monthly target of qualified opportunities generated, not just activity volume

WHAT WE'RE LOOKING FOR

- 6–24 months of experience in a full-cycle or outbound-heavy SDR/BDR role, ideally B2B SaaS
- Proven comfort with cold calling — you don't flinch at a dial pad and you can handle objections live
- Sharp written communication; you can write a cold email that doesn't read like a template
- Resilient and coachable — outbound is a numbers game with a lot of "no," and we want people who stay sharp through it
- Familiarity with a modern sales stack (Salesforce, Outreach or Salesloft, Sales Navigator, Apollo, or similar)
- Genuinely curious about how businesses operate — you'll be selling into ops and supply chain leaders, so a bit of commercial curiosity goes a long way

WHY BRIGHTLINE

Clear, published path from SDR to Account Executive for reps who hit target — most of our current AE floor was promoted internally. Uncapped commission, a proper ramp period, and weekly call coaching so you're never left

to figure it out alone.