



Sales Development Representative

North America

Location	Remote, US East Coast (Eastern Time preferred; Central considered)
Reports to	GTM Operations Manager, with dotted line to GM, North America
Compensation	\$90,000 OTE (\$65,000 base / \$25,000 variable). Variable paid quarterly against SAO and pipeline value targets, with accelerators above 100% attainment.
Work authorization	Authorized to work in the US without sponsorship

About evaluagent

evaluagent is the Automated Quality Management (AQM) platform for modern contact centers. We help quality, operations, and CX leaders move beyond sampled QA to 100% interaction coverage, evaluating human and AI agents at scale, coaching performance, and closing the loop between what customers experience and how teams improve.

We are headquartered in the UK with a growing North America presence. This role is our first dedicated US SDR hire, anchored on the US East Coast but supporting our entire AE team across both US and UK accounts.

Preferred candidate profile: you already speak our buyer's language

We will give meaningful weight to candidates with direct experience in our industry. If you have sold into, or worked alongside, contact centers, customer experience, customer service SaaS, CCaaS, quality management, workforce engagement management, or conversation intelligence teams, you will have a real head start here. Our buyers (quality, operations, and CX leaders at mid-market contact centers) have heard every generic SDR pitch ever written. They respond to people who understand their world.

The role

You will be the first point of human contact for most of our pipeline. Marketing, outbound lists, ad-driven demand, and partner-sourced signals all converge at your desk, and your job is to turn that signal into qualified conversations with our Account Executives.

This is a phone-first role. Our AEs need qualified discovery calls, not form fills, and that means conversations with real buyers about real problems. You will work with modern tooling, including AI-augmented prospecting and research workflows, but the job itself is classic. Know your ICP. Work the phone. Qualify hard. Hand off clean.

What you'll do

- **Prospect into target accounts across the US and UK.** You'll support our team of Account Executives via a pooled round-robin model, working both inbound and outbound. Account selection and sequencing is co-owned with GTM Ops.
- **Own first-line MQL triage.** You are the first responder for every inbound marketing-qualified lead, with a 5-minute SLA during working hours. This is one of the highest-leverage parts of the role.
- **Run outbound campaigns into named accounts.** Minimum 60% of your activity is outbound. We have a clear competitive opening in the market and you'll be running named-account motions into those installed bases.
- **Run phone-first qualification conversations.** Pain, authority, integration landscape, agent count. Voice is the primary channel. Email and LinkedIn are sequencing tools, not replacements.
- **Hand off qualified prospects to AEs with a complete qualification brief.** A clean handoff is one the AE accepts into Stage 0 (Opportunity Identified) and can move straight into a scheduled discovery call.
- **Work AI-augmented workflows.** We use modern AI tooling for research, dial list building, personalized email drafting, and handoff documentation. You will inherit those workflows and help us improve them.
- **Partner with Marketing, GTM Ops, and the AE team.** Share what's landing, what isn't, which campaigns are generating real conversations, and what ICP signals are worth doubling down on.

How success is measured

Primary metric: Sales Accepted Opportunities (SAOs) per month, meetings accepted by the AE into Stage 0 with handoff notes reviewed. Target ramps from 3/month in month 1 to 9/month from month 4 (27 per quarter at full quota).

Secondary metric: weighted pipeline value generated from SDR-sourced opportunities. Target \$675K per quarter at full ramp.

Activity floor: a minimum daily activity standard (dials, connects, meaningful conversations) is set with your manager, ramping from 60 to 100+ per day. This is a floor, not a target. We do not reward dial-spam.

Ramp protection: variable is 100% guaranteed in month 1 and 75% guaranteed in months 2-3. Full plan applies from month 4 onward.

What we're looking for

Required

- 1 to 2 years of SDR, BDR, or equivalent outbound sales development experience in B2B SaaS.
- Demonstrated track record of meeting or exceeding meeting/SAO quotas. You can walk us through your numbers.
- Phone-first mentality. You are comfortable with cold and warm dials as your primary prospecting channel.
- Strong written communication. You can draft a cold email that reads like a human wrote it, because one did.
- Comfort with AI-augmented workflows. You do not need to be a prompt engineer, but you are curious about AI tools and willing to adopt them fast.
- Based on the US East Coast (Eastern Time preferred), able to work standard business hours with a regular two-hour overlap with our UK team.
- Authorized to work in the US without sponsorship.

Strongly preferred

- **Direct industry experience:** selling into or working within contact centers customer experience, customer service SaaS, CCaaS, quality management, workforce engagement management, conversation intelligence, or speech/text analytics. ***This is the single highest-weighted preference in this hire.***

- Experience with HubSpot, Gong, and modern sales enrichment tooling.
- Experience supporting multiple Aes or working in a pooled coverage model.
- Experience working in a high-autonomy environment. This role reports into a leadership team that sets direction and expects you to execute.

Nice to have

- Experience mentoring or lead-setting for peer SDRs. We intend to scale the SDR team and early hires who can step into player-coach responsibilities will have a path to do so.
- Familiarity with the competitive landscape (Playvox, MaestroQA, Level AI, Observe.AI, Calabrio, Verint, NICE).

Why this role matters

This is our first dedicated SDR in North America. You will not be slotted into a mature playbook. You will help shape it. The motion you build, the named-account approaches that land, the handoff rituals you establish with our Aes: those become how we sell in this market. If you want a seat where you can see your individual fingerprints on the company's go-to-market, this is that seat.

How to apply

Apply via our careers page, We want to know about why this role fits, a couple of numbers that show you've done this work, and your resume. We read every application. Phone screens within 5 business days for candidates who match.

Application Closing Date

This role operates on a rolling interview process, meaning we will be conducting interviews until we extend an offer. As a result, candidates may progress through the interview stages at varying paces.

Diversity, Equity & Inclusion at Evaluagent

At evaluagent, we're committed to building a diverse, inclusive, and equitable workplace where people can do their best work. We believe great teams are built by hiring talented people from a wide range of backgrounds and experiences.

We are an equal opportunity employer and do not discriminate on the basis of race, colour, religion, sex, gender identity or expression, sexual orientation, national origin, age, disability, veteran status, or any other protected characteristic.

If you require any reasonable accommodations during the interview process, please let us know – we're happy to support you.