

Sales / GTM / Outbound Growth Specialist (SDR)

Experience: Minimum 3 Years (B2B Sales / SDR / GTM)

Compensation: Competitive Salary + ESOP (Startup Equity)

Salary Range: ■8L – ■18L + Performance Incentives

Location: Remote / Bangalore

About the Role

We are looking for a high-performance Sales & GTM operator who can drive outbound growth. This is not a typical marketing role. You will own lead generation, cold outreach, and pipeline creation using modern GTM strategies including cold email systems, LinkedIn outreach, and automated prospecting workflows.

What You Will Do

- Build and execute outbound GTM strategies to generate qualified sales opportunities
- Run large-scale cold email campaigns targeting decision makers (HRs, founders, leadership teams)
- Design outbound pipelines using tools such as Apollo, Instantly, Clay, Lemlist, or similar platforms
- Create personalized outreach sequences for higher reply and conversion rates
- Book qualified meetings for the sales leadership and founders
- Experiment with new channels including LinkedIn outreach, communities, and partnerships
- Analyze reply rates, deliverability, and campaign performance and continuously optimize
- Collaborate with product and leadership to refine messaging and positioning

Key Performance Metrics (KPIs)

- Meetings Booked: 20–60 qualified meetings per month
- Reply Rate Optimization: Target 8%–20% positive reply rate
- Pipeline Generated: ■1Cr+ pipeline contribution per quarter
- Outbound Volume: 2,000–10,000 targeted emails per week
- Lead Conversion Rate: Continuous optimization of lead → meeting conversion

Required Skills

- Strong experience with outbound B2B sales and SDR workflows
- Hands-on experience running cold email infrastructure and campaigns
- Understanding of email deliverability, domains, inbox rotation, and warm-up strategies
- Experience using prospecting and sales automation tools

- Ability to write high-converting cold emails and messaging
- Data-driven mindset with ability to optimize funnels and outreach

Equity & Growth Opportunity

- ESOP allocation for high-performing candidates
- Direct exposure to startup growth strategy and GTM experimentation
- Opportunity to lead the outbound growth engine as the company scales

Who Should Apply

- Builders who enjoy creating systems that generate revenue
- People who have already run outbound sales or growth experiments
- Candidates who prefer ownership and performance-driven environments

Send your resume along with examples of campaigns, outreach systems, or growth experiments you have built.