



We're inviting applications for:

Sales Development Representative

For Newport Water in Barbados

■ The Ideal Candidate

The Sales Development Representative (SDR) is responsible for driving top-of-funnel pipeline creation through disciplined, high-volume outbound prospecting across all Newport regional markets.

This role focuses on cold outbound calling, identifying key stakeholders, qualifying prospects, and booking meetings for Business Development Executives (BDEs) and Business Development Managers (BDMs). Prospecting is a core responsibility, and the SDR is expected to continuously generate new opportunities by following up on leads and researching potential clients.

The SDR must follow the documented Newport Sales Process at all times, ensuring prospecting, cold calling, qualification, and follow-up are executed in a consistent, repeatable, and high-quality manner. They are the first voice of the Newport brand and must confidently articulate Newport's value proposition, products, goals, and ethos to senior decision-makers across corporate, hospitality, retail, and government sectors.

This is an entry-level role, ideal for a school leaver or someone with 1–2 years of experience who is highly articulate, ambitious, fast-learning, and technologically proficient, ideally with a clear desire to build a career in sales.

■ Key Responsibilities

1. Outbound Prospecting & Lead Generation

The SDR is responsible for consistently executing high-volume outbound calling and prospecting activity across all assigned regional markets. This includes conducting research to identify new leads, engaging key stakeholders, delivering a clear and compelling Newport elevator pitch, and following the documented Newport Sales Process for prospecting, cold calling, qualifying, and following up. The SDR must balance speed and quality,

demonstrating resilience, energy, and consistency in a high-activity outbound environment.

2. Meeting Qualification, Booking & Meeting Notes

The SDR qualifies prospects and books meetings for BDEs and BDMs. This includes creating and sending meeting invites in Outlook, re-confirming attendance with the prospect, and providing structured meeting notes to the sales team. The SDR ensures that meetings are relevant, qualified, and that expectations are clearly communicated.

3. Brand Representation & Value Communication

The SDR must consistently represent the Newport brand professionally and credibly. They articulate Newport's products, solutions, and value outcomes, demonstrate a strong understanding of the brand, and continuously refine pitch delivery through coaching and feedback. They are expected to build trust quickly and position Newport as a credible long-term partner.

4. CRM, Data & Process Discipline

The SDR is responsible for logging all calls, conversations, outcomes, and meetings in the CRM in real time. They must ensure meeting invites, handover notes, and prospect information are accurate, structured, and actionable for the downstream sales team. The SDR must follow Newport's documented sales process at all times, ensuring prospecting, cold calling, qualification, and follow-up are executed consistently and professionally.

5. Sales & Marketing Team Support

The SDR participates actively in on-boarding, product training, sales training, coaching sessions, call reviews, and role plays. They implement feedback quickly, demonstrate learning, and improve confidence and execution on calls. Continuous improvement, coachability, and a strong ownership mindset are essential.

Key Performance Indicators (KPIs)

- **Activity:** Daily call targets (TBD), 50 meaningful conversations per week (by the end of probation)
- **Meetings:** 1–3 qualified meetings booked per day; acceptable meeting booked to attended rate.
- **Conversion:** Number of dials to meetings booked rate.
- **Process Discipline:** Real-time CRM logging, accurate meeting notes, adherence to Newport Sales Process

Key Competencies

- Highly articulate with excellent verbal and written communication
- Strong telephone presence and confidence engaging senior stakeholders
- High energy, resilience, and ambition
- Fast learner with strong execution discipline
- Highly organised and process-driven
- Strong technology and software aptitude (CRM, prospecting tools, Outlook)
- Coachable with a genuine desire to build a long-term career in sales

Employment Information

Location: Barbados

Working Hours: 7:30am-4:30pm

Environment: Office

Type of Employment: Permanent

Apply Now!

Submit your resume and certified copies of any relevant qualifications to careers@newport-water.com with the subject “SALES DEVELOPMENT REPRESENTATIVE”