

Job Title:	Sales Development representative (SDR)
Reporting to:	Managing Director
Company:	IAM Experts South Africa (Pty) Ltd
Job Type:	Permanent, Full-time (40 hours per week)
Location:	Remote/Hybrid with team meetings once per week/month in the office.

Sales Development Representative (SDR)

About IAM Experts:

IAM Experts is a leading consultancy firm that provides professional services in Identity Access Management (IAM) to organisations worldwide. With over 18 years of industry recognition, we are committed to delivering expertise and dedication to every project. Collaborating with established leaders and emerging vendors, we stay ahead through continuous technology watch. Operating across three continents with offices in the UK, France, and South Africa, our diverse team is proficient in 5+ languages, supporting clients globally. We take pride in our international reputation and rely on the support of over 350 valued consultants in the IAM space. In our dynamic environment, we promote open communication, respect, trust, and ongoing improvement.

Role Overview:

We are seeking a driven and commercially minded Sales Development Representative (SDR) to join our team in Gauteng/Johannesburg, South Africa. The successful candidate will play a key role in generating new business opportunities across key focus verticals including Banking, Insurance, and broader Financial Services, focusing on opening doors, engaging senior stakeholders, and building qualified sales pipelines for our consulting and cybersecurity services.

This is a high-impact role requiring strong outbound prospecting skills, curiosity about technology, and the ability to confidently engage decision-makers in complex enterprise environments within these regulated and security-sensitive industries.

JOB DESCRIPTION

ROLE PERFORMANCE	
Key Responsibilities	Key Activities
Prospecting & Lead Generation	<ul style="list-style-type: none"> • Identify and research new business opportunities within banking, insurance, and wider financial services organisations as well as any other organisations where IAM and cybersecurity requirements are strong. • Build targeted account lists using data tools, LinkedIn, and market research to prioritise high-value prospects • Execute structured outbound campaigns to generate interest in IAM and cybersecurity consulting services
Cold Calling & Outbound Engagement	<ul style="list-style-type: none"> • Conduct high-volume cold calling to engage key decision-makers and introduce IAM and cybersecurity offerings • Confidently open conversations with senior stakeholders (CIOs, CISOs, Heads of IT/Security) • Follow up consistently via phone, email, and LinkedIn to develop initial interest into qualified discussions
Stakeholder Engagement & Qualification	<ul style="list-style-type: none"> • Engage with technical and business stakeholders to understand their identity, security, and access management challenges • Qualify opportunities based on budget, authority, need, and timeline • Identify potential IAM use cases such as identity governance, access control, MFA, and compliance requirements
Pipeline Development & CRM Management	<ul style="list-style-type: none"> • Build and maintain a healthy pipeline of qualified leads for handover to senior sales and consulting teams • Accurately log all activities, interactions, and notes in CRM system (HubSpot) • Continuously update opportunity status and ensure data integrity across the sales funnel
Account Research & Targeting	<ul style="list-style-type: none"> • Research target organisations to understand structure, technology landscape, and key decision-makers

	<ul style="list-style-type: none"> • Map out organisational hierarchies and identify entry points into IT, security, and risk teams
Sales Collaboration & Handover	<ul style="list-style-type: none"> • Work closely with Account Executives and IAM consultants to ensure smooth handover of qualified leads • Share detailed insights from prospect conversations to support proposal development and solution positioning • Participate in pipeline reviews and sales planning sessions to refine targeting strategies
Market Awareness & Industry Insight	<ul style="list-style-type: none"> • Stay up to date with cybersecurity trends, regulatory requirements, and IAM best practices • Understand key drivers in financial services such as compliance (e.g., GDPR, POPIA), risk reduction, and digital transformation • Apply industry knowledge to personalise outreach and improve engagement success rates

Required Skills & Experience	
	<ul style="list-style-type: none"> • 1–3+ years’ experience in an SDR or similar outbound sales role • Background or strong understanding of IT, cybersecurity, or enterprise software (IAM experience is a plus) • Proven experience in cold calling and consistently opening new business opportunities • Demonstrated ability to engage senior stakeholders and decision-makers • Strong communication skills (verbal and written) with a confident, professional telephone manner • Experience selling into or targeting banking and/or insurance sectors is highly advantageous • Familiarity with CRM systems and sales engagement tools • Self-starter with strong resilience, persistence, and target-driven mindset

Key Competencies	
Commercial curiosity & business acumen	Able to quickly understand how organisations operate, identify potential pain points, and position conversations around value in IAM, cybersecurity, and digital identity transformation.

Resilience & high-performance mindset	Comfortable working in a target-driven outbound environment with frequent rejection, maintaining consistency, motivation, and momentum in daily activity.
Strong interpersonal influence	Able to build credibility quickly with senior stakeholders and navigate conversations with CIOs, CISOs, IT Directors, and Heads of Security with confidence and professionalism.
Structured thinking & organisation	Able to manage multiple accounts, outreach sequences, and follow-ups simultaneously while maintaining discipline and attention to detail.
Curiosity for technology & cybersecurity	Demonstrates genuine interest in IAM, cybersecurity trends, identity governance, cloud security, and enterprise IT environments.
Adaptability in complex environments	Comfortable engaging across different industries (banking, insurance, telecoms, healthcare, public sector) and tailoring messaging accordingly.
Communication excellence	Clear, concise, and persuasive communicator across phone, email, and LinkedIn, with the ability to simplify technical concepts for non-technical stakeholders.
Self-driven execution	Proactive and accountable, able to work independently while aligning to team goals and sales strategy.

What We Offer:

- 21 days holiday per year
- Hybrid/Remote working (with 1 day in the office per week/month).
- Opportunity to work in a fast-growing IAM and cybersecurity consulting environment
- Clear progression path into Account Executive role
- Competitive base salary with performance-based incentives

Contact:

If you want to be part of our dynamic and talented team, please submit your CV and cover letter outlining your experience to careers@iamexperts.net.

Applications will be reviewed on a rolling basis until the position is filled. IAM Experts is an equal opportunity employer and values respect, diversity, inclusivity, and fairness in the workplace.