

# The ideal SDR candidate

Here is a deep-dive on some of the characteristics that we look for when hiring SDRs:



## Natural high achievers

- Don't look for career SDRs – look for individuals that are hungry to progress in their sales career.
- E.g. they want to move into an AE or SDR management role.



## Curiosity

- Are they reading self-development books?
- Are they asking you questions in the interview process?



## Competitiveness

- At the end of the day, it's a sales role.
- Ask the following question: **What are you competitive over in your personal life right now?**



## Soft skills

- Are they speaking clearly enough?
- Does the candidate have good emotional intelligence?

## Remember:

Think about the segment you're hiring for.

For example, commercial SDRs you're looking for those who are able to manage the workload, as it's volume-based.

But for enterprise SDRs, you're looking for those who are able to be really organised and proactive. As it's a project management role.