



SALES DEVELOPMENT

Sales Development Representative I

Be the first point of contact for prospective customers — identify and qualify leads, build relationships, and build the pipeline that powers TrueRoll's growth.

ABOUT TRUEROLL

TrueRoll empowers governments to create fair and efficient property tax processes that strengthen communities. In a time when home values — and the taxes tied to them — are rising quickly, TrueRoll helps governments administer tax policies that keep housing sustainably affordable. TrueRoll is the first and only solution that helps governments proactively keep tax rolls accurate while identifying both ineligible and unclaimed benefits.

150+

County clients across 10+ states

3,000+

US counties — most still on paper

#1

Word-of-mouth growth channel

4×

GovTech Top 100 company

TEAM

Sales

REPORTS TO

CRO

WORKS WITH

Sales & Marketing,
AEs, Sales Directors

DIRECT REPORTS

None

TRAVEL

15–20%

About the Role

Build the top of the funnel. Open the doors.

The Sales Development Representative (SDR) is responsible for **identifying and qualifying potential leads and building relationships with prospective customers**. This role involves conducting research, initiating outbound communication — emails, calls, events, and social outreach — and responding to inbound inquiries to build a pipeline of prospective clients.

The SDR works closely with the sales and marketing teams to execute lead-generation strategies and ensure a seamless transition of qualified leads to Account Executives or Sales Directors.

Success in this role requires excellent communication skills, a strong understanding of the company's product or service, and a results-driven attitude. Across everything, you live our core values: customer focused, treat others with respect and empathy, own it, and go the extra mile.

What This Person Owns

Eight areas of responsibility defining the scope of the role

Outbound Execution

Maintains a self-starter attitude while executing outreach strategies for new lead-generation methods.

Market Research

Anticipates needs by studying services and conducting market research to identify new leads.

Sales Team Support

Supports senior sales teams and sales representatives on outbound strategies and lead-generating efforts.

Product Fluency

Attends product training conferences and develops a deep understanding of our communication infrastructure.

Prospect Meetings

Monitors and attends meetings with prospects, handling the introductions and follow-up with the sales representatives.

First Point of Contact

Serves as the first point of contact for new business prospects and determines the next steps for each prospect moving forward.

Pipeline Building

Establishes active communication and engagement with prospects to create new leads and sales openings.

Lead-Gen Innovation

Collaborates with sales teams by bringing innovative lead-generation ideas to each meeting.

What a Strong Candidate Looks Like

- ✓ **Flawless communication skills**, both written and oral.
- ✓ Working knowledge of the government software industry — or the ability to learn new software quickly.
- ✓ Strong work ethic — eager to learn and make new connections with prospects.
- ✓ Loves closing deals using complex market research, with a focus on continuous learning and improvement.
- ★ **Core skills:** CRM, lead generation, sales pipeline development, sales processes, HubSpot, government relations, sales operations, cold calling, government procurement.
- ✓ Able to travel within the United States occasionally for conferences or prospect and client meetings.
- ✓ Works solo as well as being a productive team member, **making outbound calls and emails every day.**
- ✓ An excellent problem-solver, willing to collaborate in an exceedingly competitive environment.
- ✓ Thorough understanding of brand recognition to successfully establish rapport with prospects.

Benefits



Competitive Compensation

Based on experience level



Remote Work Culture

Work from anywhere in the US



Generous PTO

3 weeks, 4 weeks after year 2

SALES DEVELOPMENT REPRESENTATIVE

Make the work of the assessment community easier.

TrueRoll is the AI-powered system of action for assessor offices.

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