

Sales Development Representative (SDR)

📍 London / Hybrid | Full-Time | Early-Career Friendly

Hi, we're Penfold - and we're building the pension of the future! 🚀

We're dragging pensions out of the dark ages with a modern, tech-first platform that makes saving for the future engaging, accessible, and rewarding. No more confusing statements or dusty paperwork - just intuitive tools for smart retirement planning.

We're a fast-growing team of 50+ builders across London and Tallinn, backed by top FinTech investors. We've raised over £25M, manage £750M+ in pensions for 100,000+ savers and thousands of businesses - and we're on track for profitability next year. Joining now means making your mark: you'll help shape the culture and enjoy fast-tracked growth opportunities.

The Role

As a Sales Development Representative (SDR) at Penfold, you'll be at the front line of our growth - connecting with prospective business clients and generating high-quality opportunities for our commercial team. Whether it's a compelling email, a well-timed call, or a friendly LinkedIn intro, you'll be instrumental in expanding our reach and building a strong sales pipeline.

This role is perfect for someone looking to break into B2B sales and rapidly progress into closing roles like Account Executive or Partnerships Manager.

Key Responsibilities

Right now, we're focused on UK-based start-ups and scale-ups - but you'll help shape how we reach new industries as we grow. You'll:

- **Own outreach:** confidently engage with 50+ prospects daily through calls, emails, and LinkedIn.
- **Research:** identify the right people at the right companies and craft smart, relevant outreach.
- **Engage inbound leads:** turn interest into high-value conversations.
- **Collaborate:** work with sales and marketing to refine messaging and campaign strategy.
- **Track & optimise:** keep your pipeline updated in HubSpot and make smart use of tools like AirCall and LinkedIn Sales Navigator.
- **Smash your goals:** hit (and exceed!) targets and earn uncapped commission based on Sales Accepted Leads (SALs).

What We're Looking For

Must-Haves

- **Mindset:** You're proactive, self-motivated, and hungry to succeed.
- **Communication:** You're a natural at building rapport and navigating conversations.
- **Experience:** You've had some experience in sales, customer service, or a commercial role.
- **Drive:** You're not afraid of high-volume outreach and thrive in fast-paced settings.
- **Resilience:** You handle rejection like a pro and keep going with a positive attitude.

📌 *The first few weeks / months will be filled with loads of learning opportunities face-to-face with our team in London. We'd love it if you could come into our gorgeous private office (with snacks, drinks & weekly free lunch - hello, Borough Market!) 3+ days per week.*

Nice-to-Haves

- Experience in B2B environments
- Familiarity with CRM systems (e.g., HubSpot), AirCall and Cognism

Don't meet every single requirement? We'd still love to hear from you - we're big on potential, not perfection.

Why Penfold?

- **Uncapped commission:** Based on Sales Accepted Leads (SALs) - with top performers earning £50K OTE
- **Growth path:** Fast-growing company = fast-tracked career progression
- **Supportive team:** High-energy, collaborative, and always celebrating wins

Benefits

- Competitive salary with regular reviews
- Meaningful **share options** - own a piece of Penfold
- 10% **pension contribution** on top of your salary (no match required!)
- Private medical insurance (Vitality)
- **Unlimited holiday** - results matter more than time off
- **Hybrid working** - ideally 2+ days/week (after onboarding) at our London office near Borough Underground
- MacBook and all WFH gear provided

- Cycle to work scheme
- Learning & development: Courses, coaching, 360 feedback, and career mapping
- Quarterly socials + regular team meet-ups

Our Culture

We believe the best teams are diverse, inclusive, and driven by shared values. We don't just want people who *fit* our culture - we want people who *add* to it. We work hard, celebrate success, and lift each other up along the way.

Application Process

1. **Interview** – a chat to get to know you, deeper dive into your experience and thought process
2. **Take-home task** – a short, practical exercise
3. **Culture chat** – meet a few more Penfolders and ask us anything

We aim to respond to all applicants within 7 days.

We're committed to building a diverse, inclusive team. Whatever your background, identity, or experience - we'd love to hear from you. Got questions about the process or accommodations? We're happy to answer anonymously if that's more comfortable.