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1yr •



The SDR role has a PR problem! 🤔

When most people think of SDRs, they immediately think of burnout, low salaries, and high churn rates. 🔥📉

And unfortunately, the reputation is deserved. Many companies today don't provide adequate training and resources to their reps, and in return, many quit and throw salt on their profession out of frustration.

I am on a mission to change the narrative around the SDR role, to get reps to see they don't have to face burnout or low pay, and to create the happiest team possible!

That's why I'm proud to work at Cato, where we value the role of the SDR. Here it's not seen as a "low-level position," but as the heart of our company. ❤️

Our SDRs are given the support, training, resources, mentorship, motivation, recognition, and awards to become long-term career SDRs. They're not forced to leave their role to earn a better income, we don't cap salaries, and many of our reps earn six figures!

I love sharing the success stories of SDR team members and focusing on the value they bring to company growth, and I'm committed to creating an environment in which SDRs are appreciated as an integral part of Cato's team.

There's a lot of work to be done, but I'm proud to be a part of a company that cares about work-life balance, mental health, and the happiness of its SDRs. 🧠💡😊

What else can we do to improve the work environment and reputation of the SDR role?

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