



Carmella Kettner • 1st

WE ARE SASE - VP Global Sales Development

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SDR layoffs can be a good thing.

With all the disappointment and frustration they bring, and while the tech industry may feel unstable - They are a necessity - a force of nature. With January being the month of mass layoffs across the U.S. I know many reps are seeking guidance on how to get through this and wanted to weigh in on this.

Trust me - companies never want to let go of their best reps. But— and it's a BIG but - If you're laid off, it doesn't mean you're not a good SDR. It only means that for this specific company there's another consideration at the moment that takes the lead. It could be performance, seniority, budgets or many other factors.

The one thing I'm sure about is that whatever SDR job you have or got laid off from - that job doesn't define you - not as a professional and definitely not as a person.

If you got laid off, this could be the perfect time for you to use this situation for your professional benefit.

Here's a few ideas you can easily use to level up in this situation:

✅ New career direction – Are you in the right role, industry, or environment? Before you jump into the next role, now's the time to re-evaluate and be strategic about your future roles.

✅ Networking – You build the most connections when searching for a job, and expanding your network opens up more opportunities! Get out there, help others, give away some favors and you will see good karma coming back with interest quickly.

✅ Get what you need – Your next company should be better equipped to invest in you and help you advance in your career. Try to analyze what was missing in your last role to help you succeed and look for that in your new journey.

I understand that layoffs can be confusing and emotional so please feel free to share your dilemma with me, either here in the comments or in a private message.

Note: we're actively hiring SDRs! So if you have what it takes, we can explore opportunities for you to join my global SDR team and advance your career. 😊

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