



bazaarvoice™

Sales Development Representative Candidate Pack



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Hello and welcome!

Thank you for taking the time to learn more about our Global Sales Development Team at Bazaarvoice. I am incredibly excited for you to explore this opportunity and see firsthand why we believe this is one of the most important teams in the company.

Our team is not just a part of the sales organization—we are the engine of pipeline generation that fuels our company's growth. We play a vital role in helping Bazaarvoice achieve its bookings and revenue objectives by serving as the critical bridge between our Sales and Marketing teams.

You'll see this come to life through two primary channels:

- **Bridging Sales and Marketing:** We work hand-in-hand with our Marketing team to transform the leads they generate into qualified meetings for our sellers. We are the human element that turns interest into action, ensuring a smooth and effective hand-off.
- **Driving Outbound Prospecting:** We are also closely aligned with our sales team to drive proactive outbound prospecting into our target accounts. This isn't just about cold calling; it's about conveying the unique value of Bazaarvoice and demonstrating how we can solve the real business challenges our prospects and customers are facing.

Beyond our critical role in the business, I want to highlight something that is deeply important to me and our team: career development. We view the Sales Development position as more than a job—it's the ideal entry point into the dynamic world of SaaS sales.

We take our responsibility as a launchpad for your career very seriously. We are dedicated to creating an environment where we provide the foundational skills, comprehensive training, consistent coaching, and continuous development you need to succeed. Our goal is to not only help you become the best SDR you can be but also to equip you with the skills and experience necessary to be a top candidate for your next role and career step.

Finally, I want to touch on what truly sets our team apart: our culture. We genuinely care about one another and hold each other accountable, not just for our work, but for our success. While this role certainly comes with its challenges, we face them together. We take immense pride in working hard, having a ton of fun along the way, and celebrating our successes as a team.

We can't wait to see the impact you'll have.

Best regards,

Dan Rousseau
Global VP, Sales Development

Thanks for your interest in joining Bazaarvoice! We're excited to hire an SDR to help take our growth to the next level. This pack should provide you with a clear understanding of who we are, what the role entails, and what you can expect from the process.

About Bazaarvoice

Since 2005, Bazaarvoice has been on an incredible journey, pioneering the revolution of user-generated content (UGC). We were among the first to recognize the immense power of the consumer voice through authentic ratings and reviews. Fast forward to today, and we've exploded into a global powerhouse, connecting brands with billions of consumers. We're talking ratings, reviews, Q&A, stunning visual content, and more!

A few things you might like to know:

Industry Leaders: We've been the top choice for ratings, reviews, and user-generated content software since 2005, serving enterprise businesses worldwide.

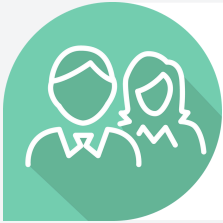
Global Team: Our team of 1,400+ employees spans the globe, with offices in the US, UK, France, Germany, Spain, Lithuania, Australia, and India.

Iconic Clients: We partner with some of the world's biggest brands, including Nestle, Samsung, Pepsi, Walmart, and Under Armour.

Our mission? To forge bonds between brands and their customers, crafting smarter, more dynamic shopping experiences every step of the way. Consider us your ultimate partner for all things social e-commerce!

Our Culture & Values

Life at Bazaarvoice



Customer is key

We succeed when our customers succeed. Every decision is made with a customer-first mindset.



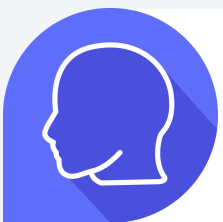
Passionate pursuit of performance

We are driven by passion and curiosity, staying laser-focused on our mission and goals.



Transparency and integrity builds trust

We believe in authentic feedback and always do the right thing. This builds trust and accelerates our collective performance.



Innovation Over Imitation

We challenge the status quo and embrace agility and experimentation to drive innovation, not imitation.



Stronger together

We value diverse perspectives and prioritize what's best for the company as a whole to build a stronger team and community.

Your Role:

Sales Development Representative (SDR)

As an SDR, you are a vital connector in the world of commerce, helping iconic brands tell their stories and grow their business. You'll be the first voice our prospects hear, diving deep into industries to uncover insights and spark conversations with everyone from brand managers to C-suite executives. You will manage both inbound leads and outbound prospecting, fueling our pipeline by generating qualified meetings and new business opportunities. This is a hybrid role, offering a blend of remote and in-office work to foster collaboration and team connection.

What Success Looks Like

- **First 30 Days:** You're a sponge. You will complete your onboarding, master our sales tools, and gain a deep understanding of the Bazaarvoice platform. You'll begin your prospecting activities and start booking your first qualified meetings.
- **First 60 Days:** You're building momentum. You'll consistently meet or exceed your key activity metrics, such as calls and emails, and are actively contributing to the sales pipeline by generating qualified meetings.
- **First 90 Days:** You're a key contributor. You are confidently prospecting, generating a consistent pipeline of new business, and have built a strong working relationship with the Account Executives on your team.

You're a Match If...

- **You're Driven:** You have a passion for sales and are ready to be a trailblazer for new business.
- **You're Coachable:** You're hungry to learn, absorb feedback, and develop your skills.
- **You're a Connector:** You have a natural ability to engage with people and build rapport with exceptional communication skills.
- **You're Resilient:** You have a positive attitude that sees every challenge as a lesson and a chance to grow.
- **You're Curious:** You love to research, learn about new industries, and uncover the needs of a company.

As an SDR, we'll give you the ultimate toolkit: powerful training, direct mentorship from industry experts, and the chance to drive conversations that solve huge business challenges. You'll feel the thrill of starting a deal that turns into a major partnership. This isn't just an entry-level job; it's a launchpad.

Meet Your Team



Dan Rousseau
Global VP, Inside Sales



Eric Long
Manager, Sales Development, North America



Kevin Setna
Sr. Manager, Inside Sales, North America



Marina Tadic
Manager, Sales Development, North America



Simon Briggs
Manager, Sales Development, EMEA



Mayu Lahiri
Manager, Sales Development, APAC



Why sales at Bazaarvoice?

We're not just selling software—we're fundamentally changing how brands and retailers connect with their customers. You will help the world's leading brands drive sales and build trust, all while launching a fulfilling and high-impact career in a dynamic and supportive environment.

Our Sales Working Style

- **Consultative Approach:** We focus on understanding a client's business to provide tailored solutions. We are trusted advisors who build long-term partnerships, not just close deals.
- **Specialized Team:** Our team is structured to help you succeed. SDRs focus on prospecting and generating qualified meetings, while Account Executives and other specialists handle the rest of the sales cycle.

- **Supportive Leadership:** Our leaders are mentors and coaches. We focus on developing your skills, celebrating your wins, and providing the support you need to build a successful and lasting career.

Your Path to Success

We believe in a clear career path. Our structured progression allows you to grow your skills and impact as you advance from an Associate SDR to a Senior SDR. You will gain valuable experience across different market segments, from Small-Medium Business to Mid-Market and Enterprise, with a clear roadmap for your career journey.

Associate SDR

- Hiring title for reps with little to no experience
- Gaining valuable experience through on job learning, as well as schedule training and enablement

SDR

- Has been in seat for a minimum of 6 months
- Has completed all required trainings and enablement modules
- Has a minimum of 3,500 documented activities

Senior SDR

- Has been in seat for a minimum of 12 months
- Has completed all required trainings and enablement modules
- Has achieved an average of 100% pipeline attainment over previous 3 months

The Perks of working here

At Bazaarvoice, we're invested in your success, and our compensation reflects that. This includes a solid base salary of **\$45,000 to \$50,000** (depending on experience) and, most importantly, **fully uncapped commissions (paid out monthly)**. We offer a competitive package with On-Target Earnings (OTE) ranging from **\$65,000 to \$80,000**.

We believe in limitless potential, and your earnings should be no different. Let's build your future together.

(Note: Final compensation may be adjusted based on factors like your location, experience, and skills.)

Our Benefits Include:

- Comprehensive Medical, Dental, and Vision Coverage
- Health Savings Account Contributions & 401(k) Matching
- Life, Short-Term, and Long-Term Disability insurance at no cost to you.
- Unlimited Paid Time Off
- 8-week paid sabbatical after five years of employment.

Benefits on your First Day



401K MATCH

BV matches half of the first 6% of contributions (max 3% match)
\$ E.g. \$50K annual pay with 6% contribution (\$3,000) = \$1,500 company match
\$ Match occurs each pay period
Eligible to start contributing immediately

SPENDING ACCOUNTS

Health Savings Account (HSA):
(BV HDHP enrollment required)
BV contributes \$750 (Single) & \$1,250 (Family) per year in addition to your pre-tax contributions

Flexible Spending Accounts (FSA):
PPO plan
Health Care (\$3,200 per plan year, and Dependent Care (\$5k per calendar year)
Commuter Parking & Transit FSA:
Pre-tax contribution for commuting expenses

EAP & BTA

Employee Assistance Program (EAP):
Confidential services & resources 24/7
Business Travel Accident (BTA):
Medical, AD&D & baggage / personal effects benefits while traveling internationally for business

PAYROLL on the 15th & LAST day of the month



First paycheck sent to home address & direct deposit on 2nd or 3rd payroll

THE STANDARDS

Life Insurance, Accidental Death & Dismemberment Plan (AD&D):
Each are 2x salary, up to \$500K

Voluntary Life & AD&D:
Employee up to \$250K, Spouse up to \$100K, Child(ren) up to \$20K

Short-Term Disability (STD):
Rich benefit offering 100% of pay weeks 1-6, 80% weeks 7-8 & 60% through week 12

Long-Term Disability (LTD):
After 13 weeks, 60% up to \$10K per month

☆ b: generous and improve your community

With the YouEarnedIt program, you can earn \$500+ in rewards each year!

b:recognized: Reward your coworkers for exceptional work and demonstrating BV values
b:well: Earn points for physical activity, checkups and wellness education
b:generous: Earn points for volunteering or choose to donate points to charities

MEDICAL

Blue Cross Blue Shield of TX
PPO or PPO HDHP (High Deductible Health Plan)
Covers spouses, domestic partners (same & opp sex), child(ren) Pharmacy = Optum Rx

DENTAL

Cigna Dental (2 plans)
Standard or Premier (Higher cover and includes orthodontia)

VISION

EyeMed
PPO Plan with annual eye exam and lens benefits

MENTAL WELLNESS

Modern Health, taking care of your Mental Wellbeing

Employees & dependents have access to:

- 6 video coaching sessions
- 4 in-person or video therapy sessions
- Digital Library of programs and guided meditations 24/7

THE EXTRAS

Flexible PTO

Sabbatical Leave Policy: after 5 years, eligible for paid 8-week sabbatical

Flexible remote work policy, hybrid or remote

Udemy: invest in your development with access to on-demand, self-paced learning & development platform

Learning & Development

We invest in your success from day one with a comprehensive 4-6 week onboarding program led by our dedicated Sales Enablement team, which includes focused coaching and interactive virtual modules.

How You'll Grow

- High-Performance Coaching: Weekly coaching and feedback to sharpen your skills.
- Clear Career Path: A defined path for advancement to Senior SDR, Account Executive, and beyond.
- Continuous Learning: Access to resources and courses on Udeemy for professional development

Hiring Process

Our interview process is all about helping you succeed! It's a straightforward journey. Here's what to expect next:

- An initial call with the recruitment team
- Hiring manager interview
- Final stage: a mock discovery panel interview. You'll receive a dedicated 15-minute coaching session with the hiring manager before your mock call.

We aim to wrap things up in 2-4 weeks from initial screen to offer, and your TA Partner will keep you in the loop. We can't wait to see you shine!

Tips for Success

Here's how to make the most of our conversation:

Show us your Authentic Sales Spark!: We want to see the real you. Be ready to share your experience with both inbound and outbound prospecting and show us the genuine energy you'll bring to a high-touch sales role. Your authentic approach is what we're looking for.

Interview Us, Too: The best candidates are curious. We expect you to come with questions—the tough ones. Challenge us, dig into the details, and show us what success looks like to you. Your curiosity is a clear sign of your passion.

Become a Bazaarvoice Pro: Do your homework. Take a deep dive into bazaarvoice.com and our solutions. Show us you're serious about this opportunity by coming prepared to talk specifics.

How to Apply

If this sounds like a fit, we'd like to hear from you.

Please apply via the [careers site](#) or reach out to [Jess Moffitt on LinkedIn](#) with your CV and a short note about why you're interested.

If this sounds like a fit, we'd like to hear from you

[Apply now](#)