



Sales Development Representative

Department	Marketing
Location	Clearwater, FL (remote considered for the right candidate)
Employment type	Full-time
Compensation	Base salary + commission

About Green Security

Green Security is the leading provider of secure solutions for healthcare vendor operations. Trusted by over 1,500 hospitals, our platform simplifies credentialing, compliance, and value analysis, helping organizations manage vendor access and product trust with confidence. From onboarding and credentialing to real-time monitoring and secure onsite presence, Green Security reduces risk, streamlines operations, and supports patient safety through advanced analytics and smart access technologies.

About the role

Green Security's SDR is the first voice a prospect hears. This role sits inside the marketing team and works directly with sales executives to move healthcare system decision-makers from cold to conversation. You will own outbound from first touch to booked meeting: writing the sequences, building the target lists, making the calls, working the conferences, and introducing new products to prospects as they launch. You will also manage AI SDR tools as part of your daily workflow — setting up autonomous outreach, reviewing outputs, and knowing when to replace AI-generated copy with your own.

This is an outbound role. If you have built your career on inbound leads, this is not the right fit.

What you will do

- Build and launch multi-channel prospecting campaigns in Salesloft targeting VP and C-suite buyers at health systems

- Write cold email sequences, call scripts, and LinkedIn outreach — from scratch, for specific account segments, not from generic templates
- Support ABM, hyper-personalized strategies to convert target accounts into pipeline
- Make outbound cold calls daily; quota is meetings booked, not dials logged
- Manage AI SDR tools: configure prompts, review and edit AI-generated outreach, QA for accuracy and voice before sequences go live
- Convert marketing leads into sales-qualified pipeline
- Partner with AEs on named account strategy; hand off warm opportunities with full context
- Attend 4 to 6 conferences per year, work the floor, and follow up same week
- Introduce new products to cold and existing accounts when marketing launches new features or expands into new buyer segments
- Research and manage leads lists and database to ensure contacts receive appropriate message
- Keep HubSpot clean: log activity, update contact records, and track sequence performance with enough discipline that pipeline data is reliable
- Report weekly on meetings booked, sequences active, and conversion rates by segment

What we are looking for

Experience

- 2- 3 years in an SDR or BDR role at a B2B SaaS company; healthcare IT, health system software, or supply chain technology experience is a strong plus
- Track record of cold outbound: you can name your meetings-booked rate, your call connect rate, and what sequences worked and why
- Has built campaigns, not just run them — written the emails, chosen the cadence, pulled the list, and iterated based on results
- Conference experience: you have worked a booth or walked a floor with a goal and hit it

Skills

- Writes clearly and briefly; can produce a cold email in 4 sentences that has a reason to exist
- Comfortable on the phone with a VP of Supply Chain or a Chief Nursing Officer — can hold the conversation past the first objection
- Understands multi-stakeholder deals: knows that the economic buyer, the champion, and the end user are usually 3 different people
- HubSpot and Salesloft proficient, can operate AI SDR tools (Clay, Ava, 11x, or similar) and edit their output to sound like a person wrote it

Traits

- Treats outbound as a craft, not a numbers game — sequences are tested and improved, not just sent. Lists are scrubbed, QA'ed and closely managed.
- Asks AEs what is working in closed deals and puts it in the first email
- Follows up on web leads immediately, and on conference leads before the week is out
- Independently leads daily activities, while collaborating closely with leadership, sales and marketing to execute on strategic initiatives

Tools

HubSpot, Salesloft, a power dialer, ZoomInfo, LinkedIn Sales Navigator, and at least one AI SDR or prospecting tool. Familiarity with intent data platforms (Clay, Bombora, 6sense) is a plus.

Travel

4 to 6 trips per year, primarily healthcare and supply chain conferences. IAHSS, Becker's, AHRMM, and GPO events are the most likely venues.

Compensation

Base plus commission. On-target earnings shared at offer stage.