

Dear Jeff Molander and Spark Selling Academy team,

I'm a Sales Development Representative covering France and Italy for a SaaS company, a role I've been in since January 2021. My work is to target and schedule meetings with top-level enterprise contacts. I'm American and I speak French, so my activities are both in French and English; I live in Antony, south of Paris.

For two years previously, I worked for a startup and covered the spectrum of customer-facing activities, including prospecting, sales, marketing, and project management.

There are multiple factors that make this a particularly potent time for me to join your courses and community.

The first is that I am new to the role I hold today: while many threads are coming together in my responsibilities (relational, sales, writing), it's the first time that I've been doing prospecting full time. In the recruitment process, I was up against candidates with 3-5 years of direct business development experience (compared to my two), but I was selected based on the creativity, ambition and persistence I displayed.

So, I have something to prove. I want to become the best I can be, and I sense that Spark Selling Academy can contribute to this.

The second factor, directly connected to the first: I'm in accelerated learning and development mode. I've been re-working and re-writing my email templates, my cold opens, my processes, and my strategies almost every week. I'm constantly evolving my approach based both on what I'm learning (from colleagues and other internal & external resources) and the feedback and results I get.

The third factor is that the company is investing significant time and resources into developing and leveling-up our marketing and sales development processes and tools, along with a push for greater sharing of best-practices within the team. What I am learning and putting into practice has the potential to influence the larger conversation and direction of the global SDR team. (I will keep the course resources to myself, of course, but I can share any principles that are working for me.)

So, I'm committed to excelling as an individual and as a contributor to a larger movement of growth and acceleration within the company, and any transformation in my ability to launch conversations, create interest and book meetings will have a significant impact on my results and on the entire region for which I am responsible for developing opportunities.

That's what motivates me. Working at a level of excellence, delivering results, continuously improving, connecting with people in a meaningful way, and making an impact both at the level of individual exchanges and at the level of overall business growth.

I bring curiosity, ambition, creativity and a willingness to always question and re-assess myself and my approach. For discussions, I'm more of a talker than a writer, but if I am selected, I intend to participate and share my questions, my considerations and what I am learning and putting in to practice.

You've piqued my interest with your approach; have I piqued yours?

Surat