

## Sr. Sales Manager

**Company:** EPR Fireworks  
**Role:** Sr. Sales Manager  
**Reports to:** Chief Revenue Officer  
**Location:** Remote

### About EPR Fireworks

EPR is a leading provider of cloud-based unified records management and operations software for fire and emergency medical services agencies. Since its founding in 2016, EPR has established itself as a trusted technology partner to approximately 500 fire and EMS agencies across 35 states. The company's comprehensive, cloud-based platform delivers an integrated solution encompassing incident reporting, electronic patient care records, fire prevention, workforce management, equipment logistics, training and certifications, advanced analytics, and community engagement capabilities.

EPR's platform development follows a continuous feedback methodology, incorporating insights from fire chiefs, department officers, medical directors, inspectors, and frontline fire and EMS personnel. The company's team includes numerous former and current firefighters and EMTs, ensuring authentic industry perspective in product design and functionality. With NERIS VI compatibility and over 270 pre-configured reports, EPR Fireworks provides customizable solutions supported by exceptional customer service. The platform's integrated architecture eliminates data silos while ensuring regulatory compliance with evolving requirements.

For more information, please visit <https://eprfireworks.com/>

## About the Opportunity

EPR is seeking a highly experienced and operationally rigorous Sr. Manager of Sales Development to lead and scale its sales development function as the company accelerates growth within the GovTech and first-responder market. This leader will be responsible for building, coaching, and managing a high-performing team of SDRs focused on generating qualified pipeline, improving conversion efficiency, and fueling predictable revenue growth.

The Sr. Manager of Sales Development owns the front end of the funnel—ensuring disciplined execution across inbound lead conversion, outbound prospecting, and qualification. This role will drive performance across core metrics such as MQL-to-SQL conversion, speed-to-lead, meeting quality, and pipeline coverage, while instilling a consistent, repeatable operating cadence across the team.

The ideal candidate is a player-coach and systems thinker who brings a strong command of outbound strategy, inbound conversion, and sales process design. They are passionate about developing early-career talent, enforcing qualification rigor, and partnering closely with Account Executives to ensure high-quality handoffs that convert to revenue.

EPR is looking for a data-driven, high-accountability leader who collaborates tightly with Marketing, RevOps, and Sales Leadership to align on targeting, messaging, and pipeline goals. This individual will be a force multiplier for growth—building a scalable SDR engine that consistently generates high-quality opportunities and accelerates revenue outcomes for the business.

## Key Responsibilities Include:

- **Sales Development Team Leadership & Performance:** Build, coach, and lead a high-performing SDR team responsible for inbound conversion and outbound pipeline generation, driving consistent attainment of SQL targets and pipeline contribution goals.
- **Inbound Conversion & Speed-to-Lead Excellence:** Own the MQL-to-SQL process, ensuring rapid follow-up, disciplined qualification, and high conversion rates across all inbound channels, including web, events, and marketing campaigns.
- **Outbound Strategy & Execution:** Design and execute targeted outbound motions across defined segments and personas, leveraging account prioritization, sequencing, and messaging to generate net-new pipeline.
- **Qualification Rigor & Handoff Quality:** Establish and enforce clear qualification standards (e.g., BANT or similar frameworks), ensuring high-quality meeting handoffs that align with AE expectations and convert efficiently through the funnel.
- **Pipeline Coverage & Funnel Health:** Partner with Sales Leadership to ensure sufficient pipeline coverage, diagnosing gaps in funnel performance and implementing targeted improvements across conversion stages.
- **Cross-Functional GTM Alignment:** Collaborate closely with Marketing, RevOps, and Sales to align on ICP definition, campaign performance, lead routing, and feedback loops that continuously improve pipeline quality and volume.

- **Process, Tooling & CRM Discipline:** Drive consistent use of CRM, sequencing tools, and reporting frameworks to ensure visibility into activity, conversion metrics, and pipeline contribution, enabling accurate performance management.
- **Coaching & Talent Development:** Develop SDRs into high-performing contributors and future AEs through structured coaching, call review, skill development, and career pathing.

### Critical Skills:

- 5–8+ years of B2B SaaS experience, including multiple years leading and scaling high-performing SDR or sales development teams.
- Proven ability to drive pipeline generation and conversion performance, consistently achieving or exceeding SQL and pipeline targets.
- Deep expertise in inbound lead management and outbound prospecting, including sequencing, messaging, and account-based approaches.
- Strong command of qualification frameworks and funnel metrics, including MQL:SQL, SQL acceptance, meeting quality, and pipeline contribution.
- Data-driven leadership mindset, using dashboards, activity metrics, and conversion analysis to diagnose issues and improve performance.
- Experience partnering cross-functionally with Marketing and RevOps to optimize lead flow, routing, attribution, and campaign effectiveness.
- Strong coaching and talent development capabilities, with a track record of promoting SDRs into successful closing roles.
- Comfort operating in a growth-stage environment, balancing hands-on execution with scalable process design.

### The Ideal Candidate:

- Experience in GovTech, public safety, or other complex, multi-stakeholder sales environments preferred.
- Player-coach mindset, willing to roll up sleeves on messaging, call coaching, and live deal support while building a scalable system.
- Strong operator who thrives on metrics, accountability, and continuous improvement across the funnel.
- Clear and credible communicator, able to align effectively with AEs, Marketing, and executive leadership.
- Builder mentality—energized by creating structure, process, and performance in a scaling organization.
- Mission-driven and customer-centric, motivated by helping first-responder agencies modernize operations and improve outcomes for their communities