

Sales Development Representative

Company: EPR Fireworks
Role: Sales Development Representative
Reports to: Sales Director
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 driven and disciplined Sales Development Representative (SDR) to join its fast-growing team and help expand the company's footprint in the GovTech and first-responder market. The SDR will play a pivotal role in building qualified pipeline for Account Executives by engaging prospects through outbound outreach, follow-up on inbound and event leads, and converting initial conversations into scheduled demos.

The ideal candidate is a goal-oriented communicator who thrives in a structured, high-activity environment and takes pride in developing relationships that open doors for the sales team. This person will bring a blend of curiosity, persistence, and process discipline — executing daily cadences, maintaining clean CRM data, and delivering measurable results.

EPR is looking for a motivated self-starter who embraces technology, automation, and continuous learning, and who sees every call, email, and conversation as a step toward advancing the mission of improving safety and efficiency for first responders. In short, this individual will be a front-line catalyst for growth, generating the momentum that fuels EPR's sales engine and helping the company connect its powerful solutions with the public servants who depend on them most.

Key Responsibilities Include:

- **Pipeline Generation:** Proactively identify, research, and engage new prospects within assigned government and first-responder territories, converting cold outreach and marketing-sourced leads into qualified opportunities and demos for Account Executives.
- **Lead Management:** Respond promptly to inbound inquiries, event and tradeshow leads, and marketing campaigns, ensuring every contact is qualified, tracked, and advanced through defined cadences.
- **Outbound Execution:** Execute high-volume, multi-channel outreach (calls, email, LinkedIn, and cadences) daily using sales automation tools; consistently meet or exceed activity and meeting quotas.
- **Territory Collaboration:** Partner closely with Account Executives to align on territory priorities, handoff processes, and opportunity follow-up to maximize conversion and pipeline quality.
- **CRM Discipline & Reporting:** Maintain accurate, timely records of all activities, conversations, and lead statuses within the CRM; provide daily activity summaries and performance reporting.
- **Market Intelligence:** Stay informed on GovTech trends, procurement cycles, and first-responder challenges to tailor outreach and messaging for relevance and credibility.

Critical Skills:

- 1–3 years of experience in B2B sales or SaaS lead generation, with a solid grasp of outbound prospecting, pipeline development, and CRM best practices.
- Proven ability to create qualified opportunities through disciplined outreach and effective discovery — driving demos and pipeline growth for Account Executives.

- Strong command of modern sales tools and cadences (CRM, sequencing, email automation, and data enrichment platforms) with a focus on measurable activity and results.
- Self-motivated, goal-oriented professional who thrives in fast-paced, high-volume environments and balances persistence with thoughtful, tailored outreach.
- Data-driven approach to daily performance, using activity metrics, conversion rates, and pipeline feedback to continuously improve efficiency and effectiveness.
- Curious, tech-forward learner who embraces new tools, automation, and AI-based insights to improve targeting, personalization, and productivity.

The Ideal Candidate:

- Experience in GovTech, public safety, or SaaS sales preferred, with familiarity navigating government or first-responder decision processes and procurement timelines.
- Self-starter with an entrepreneurial mindset — takes initiative, owns outcomes, and thrives on achieving measurable daily and monthly goals.
- Clear, confident communicator who can tailor messages to different personas — from frontline responders to department leaders.
- Creative, resourceful problem solver who approaches challenges with curiosity, adaptability, and a desire to learn.
- Collaborative teammate who contributes to a positive, high-energy sales culture and helps others succeed.
- Resilient and coachable professional with a track record of meeting goals, learning quickly, and performing well under pressure.
- Emotionally intelligent and personable, maintaining composure, humor, and empathy in every interaction — both with prospects and colleagues.