
Business Development Representative - (UK Focus)

StartUp

Vast

60k

BEDRIJFSPROFIEL

At Engage, we're transforming the way companies handle customer interactions. We don't believe in slow, outdated customer service. That's why we've built an AI platform that automates conversations via chat, WhatsApp, and email—so customers always get fast, accurate, and personalized answers.

This isn't your average chatbot company. Our AI actually understands customer questions, learns from real interactions, and delivers meaningful, high-quality responses. Companies using our platform save time, reduce costs, and deliver effortless customer experiences. We recently closed a fresh funding round, giving us a solid foundation for growth. Right now, our Commercial Director is the only one actively working in sales. That means you'll join at the ground floor and play a key role in shaping our go-to-market approach as we scale across Europe and beyond.

JOB DESCRIPTION

We're growing fast and looking for a BDR who doesn't just spot opportunities, but knows how to create and convert them. You'll be the driving force behind our sales pipeline and the first link in our sales process. You get energy from building new relationships, testing different outreach strategies, and continuously optimizing your approach to reach the right prospects.

As a BDR, you'll be responsible for building and managing the entire front end of the sales cycle. This means you're not just doing cold outreach, but also thinking strategically about how we approach the market and how we can effectively convert our ideal customer. You'll use a mix of cold outreach, email campaigns, LinkedIn, and smart prospecting techniques to reach decision makers and convince them of the value of our solution.

Your goal is not just to schedule meetings, but to ensure that leads are properly qualified and have the right expectations before moving to the next step in the sales process. You'll also work closely with marketing to fine-tune our messaging and positioning and to nurture leads more effectively.

Everything you do is data-driven. You analyze results, spot patterns, and continuously adapt your strategy to achieve the best possible conversion rates. This is a role where you'll have the freedom to experiment, explore new markets, and make real impact in a dynamic environment.

This role is perfect for someone who takes initiative, proactively builds relationships, and wants to take ownership of the success of the sales pipeline. You're not just focused on lead generation, but on strategically developing a predictable and scalable sales funnel.

Looking for a sales role where you'll own the full top-of-funnel, build your own pipeline, and help grow a fast-moving SaaS startup? Then this is your opportunity.

YOU ARE

- A fluent English speaker with experience in outbound B2B sales
- A self-starter who takes initiative and enjoys building from scratch
- Experienced with CRM tools like HubSpot

- Comfortable with cold outreach (email, LinkedIn, calls)
- Data-driven and results-focused
- Familiar with the UK market or previously sold into English-speaking regions
- Bonus: experience in SaaS, AI, or startup environments

WHAT WE OFFER

- A competitive salary of €60.000 – €70.000 OTE per year (70/30 structure)
- Hybrid work model: 3+ days per week in our Utrecht office
- 25 vacation days
- Work with cutting-edge AI and machine learning technology
- Full ownership of an international market with real growth potential
- The opportunity to help shape the commercial foundation of a venture-backed AI scale-up

Recruitment by Haystack People

Let's Engage partners with Haystack People for this vacancy—a recruitment firm that truly understands how to match talent with opportunity. They'll support you throughout the process, from introductions to preparation and negotiation.

Apply with your CV: s.jouseiph@haystackpeople.nl

Questions? Contact Samir Jouseiph: +31 6 45262693

Contact & solliciteren

Samir Jouseiph

Senior Recruitment Consultant

s.jouseiph@haystackpeople.nl

31645262693

<https://www.linkedin.com/in/samir-jouseiph-396653160/>

Utrecht

<https://haystackpeople.nl>