

SERCXI OPEN MANDATE

Sales Development Representative — Enterprise Cloud

Not a junior dialing role. This mandate is for the independent hunter who builds trust with Dutch corporates and MKB owners before the proposal exists — and is rewarded for doing so at the highest level.

5+ yrs

ENTERPRISE SALES DEPTH

3–5×

PIPELINE-TO-QUOTA RATIO

NL + MKB

NAMED-ACCOUNT TERRITORY

35 days

MEDIAN SHORTLIST

SRX-2611 · ENGAGED MANDATE · PREPARED BY SERCXI

THE REMIT

Why this role exists now.

The Netherlands is in the most consequential window of Dutch enterprise sales in a decade. Dutch corporates and MKB companies are under mounting pressure to modernise legacy enterprise systems before end-of-support deadlines reshape buying decisions across finance, operations, supply chain and the boardroom. That window will not stay open indefinitely.

Buying in the Netherlands is relationship-driven and relatively flat. Decisions are made by owners, MDs, CFOs and IT directors — not faceless committees. The person who builds trust quickly, navigates consensus-driven cultures and qualifies complex opportunities will own this market for the next decade. This is not a junior dialing role.

The client holds a strong enterprise cloud portfolio and a regional partner ecosystem. They need the executive who owns the full outbound cycle independently — prospecting, outreach, qualification, discovery and structured handoff to the senior account team — and who is recognised as a trusted advisor in the making, not a meeting booker.

FILE

CORRIDOR

Netherlands (EMEA)

SENIORITY

Senior · 5+ years

DISCIPLINE

Enterprise Cloud Sales

LANGUAGES

Dutch & English

WORK MODE

Hybrid — Netherlands

EMPLOYMENT

Full-time · Individual contributor

LISTED

19 Aug 2026 · valid to 30 Nov 2026

WHAT THE ROLE CARRIES

- Build and manage a robust qualified pipeline across the Netherlands, targeting enterprise accounts and high-growth MKB companies.
- Own the full top-of-funnel motion end-to-end: prospecting, outreach, qualification, discovery and structured, well-contextualised handoff to the senior account team.
- Cultivate trusted relationships with MDs, CFOs and IT directors, leading discovery conversations that tie enterprise modernisation to measurable business outcomes.
- Work alongside senior account executives on account strategies, tailored messaging and multi-touch, multi-channel campaigns targeting named accounts.
- Build and activate a network of regional field sales organisations, systems integrators and local implementation partners to expand pipeline reach across the Benelux.
- Execute a calibrated channel mix: email as primary channel, LinkedIn for warm leads and executive engagement, phone for direct contact and escalation.

THE PROFILE

What we are looking for.

- Five-plus years generating qualified meetings and opportunities at enterprise accounts in software, SaaS or cloud infrastructure. Experience selling into Dutch organisations is a strong advantage.
- Proven ability to manage sales activities independently — from lead identification to qualified handoff — with minimal supervision. Self-directed and entrepreneurial.
- Experience within or alongside senior account teams using a structured sales methodology — MEDDIC, Challenger, Fanatical Prospecting or equivalent. You know how to feed a pipeline a senior AE can close.
- Fluent Dutch and English, with genuine cultural fluency — directness, consensus and long-term relationship building — and a working understanding of how MKB owners and corporate directors make decisions.
- Solid knowledge of cloud architecture, enterprise licensing models, managed services commercial constructs and the Netherlands competitive landscape.
- Consultative selling instinct and the executive presence to engage MDs, CFOs and IT directors as equals.

THE TERMS

What the client offers.

- A mandate with regional partner ecosystem access and direct exposure to senior account strategy — not a transactional sales job.
- Competitive base plus uncapped commission in EUR, aligned to Netherlands deal sizes and new-logo acquisition targets.
- On-target earnings structured to reflect Netherlands market rates, rewarding both qualified pipeline contribution and strategic account advancement.
- A 30-60-90 day onboarding plan with full fluency across the enterprise cloud portfolio and the Netherlands competitive landscape.
- Direct exposure to C-suite and owner relationships across Dutch corporates and MKB companies — the relationships that compound over years.

THE SHAPE OF THE WORK

MOTION

Full-cycle top-of-funnel ownership · independent hunter

TERRITORY

Netherlands · enterprise and MKB named accounts

REPORTS TO

Commercial Director, Benelux

PACKAGE

Competitive base · uncapped commission EUR · OTE benchmarked to NL market

INDEX READING

The market reading behind the brief.

Current Q3 2026 displacement intensity in the sectors framing this search. Higher intensity means faster leadership turnover and sharper scarcity.

SaaS & Cloud	Displaced · 9/9
Tech Consulting	Displaced · 9/9
Workforce	Exposed · 8/9

SaaS and cloud adoption reads at maximum displacement intensity in the Netherlands. With enterprise cloud transition accelerating, the scarce profile is the independent operator who builds qualified pipeline at the top of the funnel — not the junior dialer.

CONFIDENTIALITY

The client is not named in this brief. On an engaged mandate the client's hiring intent is commercially sensitive, so the organisation is identified to you under confidence in the first partner conversation — not published to their competitors.

THE APPROACH

How this mandate runs.

01 · Day 0–1

Approach

You reach out — through this page, the partner's direct line, or a confidential booking. No application form, no CV upload to a portal. The first conversation is about fit, not paperwork.

02 · Days 2–7

Partner conversation

Harald Agterhuis, the partner who signed this mandate, speaks with you directly. The conversation establishes whether the role and your delivery record genuinely align before anyone invests further.

03 · Days 8–21

Client introduction

If the fit holds, Harald introduces you to the hiring client under confidence. The client sees a short, serious shortlist — not a pile of CVs. You meet the decision-makers and test the role against what you need.

04 · Days 22–35

Decision

The client decides. If it's a yes, Harald works the offer with you and the client to land it — including counter-offer defence. If it's a no, you get a direct debrief, not silence.

YOUR PARTNER ON THIS MANDATE

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