Sales Development Representative — Build Recurring Income, Not Just Another Paycheck

Paladin AI | Founding Sales Team | Digital Prospecting & Appointment Setting

$81,000–$126,000 Year-One OTE

$1,000–$1,500 Monthly Base (USD)* + Commissions Up to 8% + Performance Bonuses + Recurring Residual Income… ***an industry first!***

$1,000–$1,500 Monthly Base (USD): Based on location, market benchmarks, experience, and qualifications.

What If the Relationships You Create Today Could Keep Paying You Tomorrow?

Most sales development positions reward you for what you produce this month.

Then the calendar turns.

And you're back to building next month's income.

We wanted to create something different.

At Paladin AI, you can earn a monthly base, performance-based commissions, bonuses, and recurring residual commissions from eligible customer relationships you help create.

That means one successful relationship can continue contributing to your income while you build the next.

You're not simply chasing your next commission. You're building toward greater financial freedom.

And you'll be doing it with a founding team developing technology designed to change how businesses acquire customers, build relationships, and grow revenue.

Welcome to Paladin AI.

We're building a new generation of AI-powered business growth technology.

Our flagship solution, **AIDA™ — Your Always-On AI Relationship Engine**, helps businesses engage prospects, maintain conversations, recover opportunities, schedule appointments, and convert more of the leads they've already invested in generating.

But there's something that makes AIDA fundamentally different.

She's powered by the proprietary **ExecHero Decision Engine™**, which determines the strategy and next best action based on each prospect's decision signals, then directs AIDA to execute.

Rather than forcing every prospect through the same predetermined sales process, the Decision Engine adapts the strategy to how each individual makes decisions.

The Decision Engine decides. AIDA executes.

Human Judgment. AI Scale.

Now we're building the founding sales team that will help bring this technology to businesses across the country.

And we're looking for a Sales Development Representative who wants to help us do it.

Your Unfair Advantage: You Won't Be Prospecting Alone.

Sell Smarter. Work Smarter. Earn More.

You won't just sell AIDA™. You'll have AIDA working for you.

While you're identifying prospects, initiating conversations through LinkedIn, social media, email, and phone, and booking qualified appointments, AIDA helps support prospect engagement, personalized outreach, follow-up, appointment coordination, and relationship development behind the scenes.

That means less time buried in repetitive tasks, fewer opportunities slipping through the cracks, and more time focused on **starting conversations, qualifying prospects, booking appointments, and generating commissions.**

You're not just selling an AI-powered competitive advantage. You're operating with one.

At Paladin AI and ExecHero®, we don't just build and sell innovative technologies. We use them every day to grow and operate our own businesses.

We don't simply sell systems we believe should work. We put them to work ourselves.

You'll have access to systems designed to support prospect research, personalized outreach, relationship nurturing, follow-up, and pipeline management.

That means less time buried in repetitive administrative work and more time doing what produces results:

Starting conversations. Building relationships. Creating opportunities.

Technology provides the leverage.

You provide the initiative, judgment, and human connection.

One important distinction: Initially, you'll generate 100% of your own leads through proactive outbound prospecting. You'll have technology and systems supporting you, but you won't be waiting for the company to hand you appointments.

As we introduce paid advertising, you'll also have opportunities to convert inbound leads into qualified sales appointments too.

Why This Opportunity Is Different

1. Build Recurring Income — Not Just Another Commission Check.

Earn residual commissions on eligible recurring client revenue from customers you help bring into the business.

As qualifying relationships accumulate, they can create an expanding base of recurring commission income.

One relationship can keep contributing.

Then you add the next.

And the next.

2. Earn a Base While Building Your Production.

Receive **$1,500 in monthly base compensation**, plus eligible commissions and performance bonuses.

Our tiered commission structure reaches **up to 8%**, rewarding stronger production with additional earning potential.

Also included are *Recurring Residual Commissions* on qualifying retained customer revenue… *an industry first!*

3. Get in Early. Help Build What Comes Next.

This isn't an established sales department where every process was designed years before you arrived.

You'll join our founding sales team, contribute firsthand market intelligence, help refine outreach strategies, and participate in building a repeatable growth operation.

As the company expands, strong performers may have opportunities to move into more advanced sales, leadership, and team-development roles.

4. Learn a Different Way to Sell.

We invest heavily in our team's success.

As a member of Paladin AI's founding sales team, you'll receive professional development through **ExecHero's Convert Clients Academy™**, including proprietary methodologies developed by ExecHero founder, award-winning serial entrepreneur, commercial team leader, inventor, and author Rob Mitchell, through more than two decades of real-world commercial leadership building, training and leading award-winning global sales teams.

Your training will include:

- **SDCC Way™ (Subconscious-Driven, Conscious Convergence)** — detailed throughout the *Convert Clients*™ book series, this methodology teaches you to recognize and address the subconscious drivers, hidden patterns, and invisible language of human decision, to systematically guide prospects from uncertainty to certainty, conviction, and conscious commitment.
- **Decision Leadership™** — helping prospects move from uncertainty to confident decisions.
- **Biological Influence™** — understanding the human dynamics behind buying decisions and applying influence more effectively.
- **Decision Science™** — recognizing the signals, motivations, and conditions that shape how people decide.

You'll develop practical skills in **sales, influence, negotiation, prospect engagement, and decision leadership** through structured training, real-world examples, and recorded SDR and closer conversations, including actual high-ticket sales presentations.

These methodologies have helped influence more than **$1 billion in business decisions across 100+ industries**.

You're not just learning how to book appointments. You're developing the skills to become an exceptional sales professional.

5. Your Earning Potential: Think Beyond Year One.

What could your income look like when the relationships you create today continue producing revenue tomorrow?

At Paladin AI, your earning potential isn't limited to a single commission check.

Our compensation structure combines base compensation, performance-based commissions, bonuses, and eligible recurring residuals—creating an opportunity for income to grow as your portfolio of retained customer relationships expands.

Illustrative Year-One Earnings Potential

- **$81,000+** — Conservative production scenario
- **$126,000+** — Higher-production scenario

These figures come from our internal compensation model, using defined assumptions for qualified appointments, customer conversions, collected revenue, and customer retention.

And the opportunity doesn't necessarily stop there.

The Long-Term Opportunity: $250,000–$500,000+ Annually

For exceptional performers who consistently generate qualified opportunities, build a substantial portfolio of retained customers, and continue producing over multiple years, our compensation model illustrates the potential for annual earnings to reach **$250,000–$500,000 or more.**

Not overnight.

Not automatically.

And certainly not without sustained performance.

But the underlying principle is powerful:

Your work today can create income opportunities that extend well beyond today.

Instead of starting from zero every month, you're working toward a growing foundation of qualifying customer relationships and recurring commissions.

Build relationships. Create value. Earn today. Build for tomorrow.

6. What You'll Actually Do

Your primary mission is straightforward:

Create qualified conversations that turn into meaningful business opportunities.

You'll help build Paladin AI's revenue engine by identifying prospective clients, initiating conversations, developing relationships, and scheduling qualified appointments with business owners and decision-makers.

But as a member of our founding team, your impact will extend beyond appointment setting.

Your responsibilities will include:

- **Digital Prospecting & Outreach:** Independently identify and research qualified prospects, initiate conversations through LinkedIn, Facebook, email, phone, and other approved channels, and turn those conversations into qualified sales opportunities.

- **Appointment Setting & Qualification:** Engage prospects through direct messages, phone, and Zoom; identify business needs; and move qualified prospects from initial conversations into booked Triage Calls with our sales team and company leadership.
- **Relationship Development:** Build genuine connections, nurture prospects, and maintain momentum through thoughtful, consistent follow-up.
- **Social Media & Brand Engagement:** Help publish approved content, engage with audiences, manage appropriate messages and comments, and turn social interactions into business opportunities.
- **Client Experience & Support:** Help welcome new customers, coordinate onboarding, answer routine account questions, and ensure service requests reach the appropriate team member—supporting a responsive, professional client experience.
- **Pipeline & CRM Management:** Maintain accurate records, track opportunities, and coordinate next steps to keep relationships moving forward.
- **Strategic Growth Initiatives:** Support podcast guest outreach, partnerships, networking, and other initiatives that expand Paladin AI's reach.

Technology handles more of the repetitive work. You focus on the relationships that create revenue.

With AIDA™ and our internal systems supporting your daily activities, you'll have more opportunity to concentrate on meaningful conversations, qualified appointments, and customer relationships.

This is a proactive role for someone who takes ownership, creates momentum, and enjoys contributing wherever they can make a difference.

We're not looking for someone who waits for opportunities to arrive.

We're looking for someone who knows how to create them—and wants to help build the company behind them.

7. Who Thrives Here?

You don't need to be the most experienced salesperson in the room.

But you do need to bring the qualities that make someone worth investing in.

You're naturally curious about people and businesses.

You're comfortable starting conversations with strangers and capable of turning those conversations into genuine professional relationships.

You're disciplined enough to manage your activity without someone constantly looking over your shoulder.

You understand that rejection is part of prospecting, not a reason to stop.

And you're coachable enough to learn a methodology, apply it consistently, and improve through feedback.

Experience That Will Help You Succeed

- Demonstrated experience generating your own leads through cold outbound prospecting.
- Experience booking qualified appointments through social media direct messages and moving prospects from DMs to phone or Zoom Triage Calls.
- Familiarity with LinkedIn Sales Navigator is a plus.
- Formal professional SDR, appointment-setting, or consultative sales training through NEPQ or comparable programs is preferred, but not required.
- Previous experience converting inbound leads into booked sales appointments is preferred as we prepare to introduce paid advertising.
- Excellent spoken and written English, with a clear, professional, and personable communication style.

What You'll Need

- A reliable computer, smartphone and earphones or headset.
- A quiet, professional workspace suitable for calls and Zoom meetings.
- A stable, high-speed internet connection.
- Availability during US business hours M-F and some weekends.
- The ability to work independently, stay organized, and consistently produce results.

While experience matters, initiative, consistency, communication ability, and coachability are equally important. We're looking for someone who knows how to create opportunities and is eager to become even better.

8. Your Compensation Opportunity

- **$1,500 monthly base compensation**
- **Tiered commissions beginning at 5% and reaching up to 8%**
- **Recurring residual commissions** on qualifying retained customer revenue…
  an industry first!
- **Performance-based bonuses**
- **Professional sales and decision-performance training**
- **Potential advancement opportunities** as our organization grows

The goal isn't simply to earn more by working more hours.

It's to develop the skills, relationships, and recurring commission base that make your efforts increasingly valuable over time.

We're Not Looking for Someone Who Just Wants an SDR Job.

We're looking for someone who wants to become exceptional at creating opportunities.

Someone who recognizes the value of getting in early.

Someone who wants to learn directly from experienced business builders, work alongside advanced AI technology, and help shape a company while building their own future.

Think you're the kind of person who creates opportunities instead of waiting for them?

Apply Today →

Tell us what makes you exceptional at starting conversations, building relationships, and following through.

We want to know what you'll bring to our founding team.

The Stuff Our Legal Team Makes Us Add

Compensation, commissions, bonuses, and residuals are subject to the applicable compensation plan, qualifying performance, customer retention, and eligibility requirements.

About the Earnings Examples: *All projections are illustrative, not guaranteed or representative of typical earnings. Actual results depend on individual performance, sales conversions, customer retention, and other factors. Long-term earning potential requires sustained success and may vary significantly. The $1,500 monthly base is subject to the employment agreement and applicable law. Additional earnings and advancement opportunities are not guaranteed.*
