RSC

FREE GUIDE

Setter vs. closer: *which should you go for?*

Most remote sales teams split the work in two. The setter books the call. The closer runs it. Here's what each job really is, what it pays, and where you should start.

MOST PEOPLE START HERE

Setter

- ✓ You message people who already raised their hand, usually by filling out a form or answering an ad.
- ✓ You ask a few questions and book the good fits onto a closer's calendar.
- ✓ It's mostly text and DMs. Lots of short conversations a day.
- ✓ You'll also see it posted as SDR or appointment setter.

How you're paid: Usually a fee for each qualified call you book, plus a bonus or commission when it closes.
Setters usually make $4,000-$6,000 a month.

WHERE THE BIGGER CHECKS ARE

Closer

- ✓ You take 4-8 booked calls a day, 30-60 minutes each, usually on video.
- ✓ You find out what the person needs and tell them straight whether the offer fits.
- ✓ When it does, you help them sign up.
- ✓ Fewer conversations, more riding on each one.

How you're paid: A percentage of every sale you close. Expect to earn less while you ramp up.
Closers usually make $10,000-$12,000 a month.

These are typical ranges we see, not a promise. Most roles are commission-based, beginners usually earn less while they ramp up, and what you earn depends on you, the company, and the role. We don't guarantee a job or income.

Who it *fits*

Go for setter if

- ☐ You've never sold anything
- ☐ You're good with people over text
- ☐ You want steadier pay while you learn
- ☐ You'd rather have lots of short chats than a few long calls

Go for closer if

- ☐ You've sold before, in any setting
- ☐ You're comfortable on a 45-minute call with a stranger
- ☐ You can handle a slow week without panicking
- ☐ You want to be paid on results

How setters usually *become closers*

1. **Start setting**
   Get on a team with a good offer and learn what the buyer cares about.
2. **Learn the offer cold**
   Listen to the closers' calls. You'll hear what makes people say yes and what makes them stall.
3. **Ask for overflow calls**
   Most teams let a strong setter take a few calls when the closers are full.
4. **Move to closing**
   A common route is setter first, then closer 6-18 months later. If you've sold before, you can often go straight to closing.

The 30-second rule. Never sold anything? Start as a setter. Sold before and fine on long calls? Go straight for closer.

Ready to look? *Start with good offers.*

Every role on our job board shows the pay, and most show how much the company makes, so you can size up an offer before you apply.

See the job board: **remotesalesconnection.com/job-board**

Get 5 of this week's private jobs free by email: **remotesalesconnection.com/is-this-for-me**