

STORM CALLS

Scale Your Business

Topic: SDR Activities



Understanding your KPIs:

A Vital Perspective for Sales Development Reps and Managers

Knowing the metrics that matter most is a **strategic advantage** for Sales Development Representatives (SDRs) **and** their managers!

Why it Matters for SDRs:

Performance Measurement

- KPIs provide a clear gauge of individual performance. SDRs can track their efforts, identify strengths, and address areas for improvement.

Goal Alignment

- Understanding KPIs ensures that daily activities align with broader organizational goals. It guides actions toward achieving not just personal targets but contributing to the overall success of the team.



Understanding your KPIs:

Why it Matters for SDRs:

Focus on Impactful Activities

- Armed with knowledge of KPIs, SDRs can prioritize high-impact activities. This means directing efforts toward actions that yield the most significant results, optimizing efficiency

Continuous Improvement

- Regularly assessing performance against KPIs facilitates a culture of continuous improvement. SDRs can refine strategies, experiment with new approaches, and adapt to changing market dynamics.



Understanding your KPIs:

Why it Matters for Managers:

Strategic Decision-Making

- Managers use KPIs for strategic decision-making. A comprehensive understanding allows for data-driven adjustments to team strategies, ensuring they are in line with organizational objectives.

Resource Allocation

- By knowing the key metrics, managers can allocate resources effectively. This includes optimizing team size, training programs, and technology investments to maximize returns.



Understanding your KPIs:

Why it Matters for Managers:

Performance Evaluation

- KPIs form the basis for evaluating team and individual performance. Managers can identify top performers, recognize challenges, and implement targeted coaching and training initiatives.

Forecasting and Planning

- Accurate KPI tracking enables managers to forecast future outcomes. This foresight is crucial for setting realistic goals, planning resource allocation, and anticipating potential challenges.



Objectives

How You Are Measured on a Monthly Basis

Consistent outreach and engagement

- › Emails
- › Calls
- › LinkedIn
- › What's app
- › Video call

Quality interactions leading to scheduled meetings

- › Use BANT
- › Use MEDDIC

Exceeding monthly, quarterly, and yearly pipeline goals

- › Get to target
- › Create quality pipeline
- › Improve conversion rate



More Quality Pipeline

What are the daily activities

We recommend to add between 15 to 20 new contacts in your sequences on a daily basis

Call and Messaging

Outbound Activities:

- › 60 activities/calls per day
- › 15 LinkedIn/email tailored messages
- › Goal: Connect/impact calls (over 5 min, potential for follow-up)

Outbound stats

- › On average, **17-20 calls** to get a connect
- › On average, **4 connects to get 1 meeting**
- › SDRs will need to call during specific times for high productivity (Build a cadence)
- › Quality over quantity - calls should be based on research and ready-to-pitch approach



Calls are important

- › Source of valuable information
- › Fastest way to secure meetings and generate curiosity
- › Effective in overcoming objections

Other Important Stats

Messaging metrics

- › Message open rates above 50% considered good
- › Reply rate above 15% indicates great ROI
- › Customization and strong call to action impact reply rate

Messaging – Email & LinkedIn

- › SDRs open discussions, provide value, and share resources
- › Priority: Building rapport, Handling objections, summarizing conversations, and creating accountability

Meeting Goals

- › Aim for 5 meetings scheduled weekly (if your target is 15 meetings/month)
- › 20 or more meetings to hit monthly and quarterly quotas
- › Expect a 20% reschedule/cancellation rate



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11 Key tips

01.

Research and
Preparation

02.

Quality reach out
before quantity

03.

Celebrate small win

04.

Knowing your KPIs will
help to be strategic

05.

Know your personas

06.

1% better each day

07.

Fail to improve

08.

Sales Development is
a number game

09.

Be Organized

10.

Aim for 1 goal

11.

Start your day with a
WIN