



HOW TO WIN AT SALES DEVELOPMENT

27 TOP TIPS FROM THE EXPERTS



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OVERVIEW

Sales Development is one of the most fundamental roles in all of sales. Right now there are nearly 600,000 sales development reps in the US and that number is growing every day. Sales development is here to stay but the role is constantly changing. It used to be a role defined by quantity, and the number of tasks a rep could do each day. Now, it is defined by quality, or the number of quality interactions with target buyers.

As companies look to shift from a quantity model to a quality model, a lot has to change -- from the training they do, to the technology they provide to their team and the compensation they offer to their reps, and that's why this ebook is so important.

In 2018, we asked the sales industry to tell us who were the most influential sales development thought leaders, field leaders, and reps. We received nearly 20,000 votes! Once the awards were given out, we asked each leader to share their most important tip to help other sales development professionals be successful. The tips ranged from onboarding and training best practices, to personal development, to using technology and AI.

No matter who you are, you can always be better. These tips are from the best in sales development and each tip can mean the difference between you hitting your number this month or not so spend the time to read them all and then reach out and thank each thought leader for their advice.

Tips From The Most Popular Sales Development Thought Leaders

We asked the most popular thought leaders in the sales development field how they coach SDR's for success. These experts dedicate their time to educating sales development reps with their speaking sessions, books, courses or podcasts.



GABE LARSEN

VP of Marketing and
Sales Development



 TOP SALES DEVELOPMENT
THOUGHT LEADER

Sales development is here to stay.

It is one of the most fundamental roles in all of sales, but that doesn't mean it won't change. Great sales development leaders must stay on top of the trends, and the biggest trend hitting sales development right now is artificial intelligence (AI). You can't win any longer relying on "technology" alone.

I get it, you have a cadence tool, I get it, you are using LinkedIn. SO IS EVERYBODY ELSE! You have to be different and different is AI. AI will be big, really big. AI won't replace sales development leaders but sales development leaders who use AI will replace those who don't.



**MARIO M.
MARTINEZ JR.**
CEO, Founder
and Digital Sales
Evangelist



2019 is the way of the omni-channel approach to prospecting. One of those channels includes the use of video. Using video for sales is critical for ultimate selling success – here’s why. 75% of executives watch business-related online videos every week – and 59% reported that they share work related videos with colleagues weekly. Using video for sales works because it communicates the authenticity of your brand and can create a more lasting “trust” connection with your buyer. Video builds credibility, and videos shared natively on LinkedIn receive 10x more exposure and shares than any other type of post. If you’re not using video for sales, you’re falling behind your competition.

A great sales video should include these four components:

1. Warm, personal greeting (and closing)
2. Acknowledgement of the problem your customer faces
3. Explanation of additional resources available to them to solve the problem
4. A call to action that pairs a solution with your company and theirs

Incorporating [video into your sales strategies](#) allows you to build a high level of trust and authenticity with your audience. However, selling with video MUST go beyond simple product demos or moving your bad email pitch into a verbal pitch - a.k.a “an assault”. The modern buyer doesn’t want to be “sold to” but they do want to be educated and helped. They also want to form relationships with people who can secure the best solutions to their problems. The modern salesperson who thinks like a marketer needs to focus on these areas within their videos to be successful:

- Target the right prospect
- Turn each engagement into a conversation
- Educate the potential buyer
- Position yourself as a trusted advisor
- Always drive your buyer to a call to action via your video or video landing page

These techniques can be condensed into a series of videos that encourage your buyers to engage with you as a result of your videos. If you connect with prospects in a memorable way, they’re more likely to continue to engage with you.



**JOHN
BARROWS**
CEO and Founder
of JBarrows
Sales Training



TOP SALES DEVELOPMENT
THOUGHT LEADER

Don't think about 'sales' as selling something to someone. You're either helping people solve problems or you are helping them achieve their goals.



BONUS TIP

CONSULTATIVE SELLING

Consultative selling has been around for years. It's nothing new. Make sure you have the info about your customer's needs and connect the dots to solve their problem. Don't just go for one decision-maker - each persona involved in a business deal has their own pain points that will need to be addressed.



MORGAN J. INGRAM

Dir. of Sales Execution
and Evolution



TOP SALES DEVELOPMENT
THOUGHT LEADER

One key aspect I learned as an SDR manager was how important recruiting top talent was for the culture of our team and defining what top talent meant for us to develop a scalable program. This ultimately translates into having a team that is helping each other like a family, not tearing each other down. If I could point to one thing to think about it would be building a process that new reps can come into and be successful. Also building a culture of A-players who are willing to help, not just focus on their numbers.



BONUS TIP

HIRING SDRS

Hiring and recruiting is one of the top concerns of sales leaders, [according to a recent survey](#). To do this, leaders are looking at either doing the hiring themselves, reaching out to external recruiters, or improving their internal processes. Sales quotas however, are not reached just by adding headcount - but by becoming smarter about how you're selling and using technology to do the heavy lifting.



RICHARD HARRIS

The Harris
Consulting Group



TOP SALES DEVELOPMENT
THOUGHT LEADER

The art of listening is the jedi mind trick of sales. People who feel heard about their own ideas, and encouraged to share them out loud actually become more able to decide to make changes themselves. In short you aren't selling them, they are buying you. Psychotherapy has been doing this for years, and it's what "brand marketing" does when it works well. Think of every Apple commercial you've ever seen. They promote a lifestyle we want, not a physical device. They wisely integrate the device into your mindset this way.



BONUS TIP

BECOME A BETTER LISTENER

Always make sure to keep your schedule regularly clear on days when meeting with customers. Make sure you give each of them at least 30 minutes of your time, be relaxed and give them your undivided attention. Listening is also about acknowledging their needs without trying to impose your solution.



**BRANDON
BORNANCIN**
CEO



 TOP SALES DEVELOPMENT
THOUGHT LEADER

LIST BUILDING & APPOINTMENT

SETTING:

We always underestimate the amount of sales leads or contacts required to hit our annual sales quotas. This is why the teams that consistently crush sales quota are filling the funnel with 3x-5x the amount of qualified sales leads.

To identify the amount of sales leads required to exceed quota, you will need to reverse engineer the daily required leads needed to hit the annual sales goal, and then multiply that number by 3x-5x.

For example, let's say your sales quota is \$1,000,000. On average, you book 5% of leads to booked appointments, you have an average order value of \$100,000, and your demo-to-closed

won ratio is 20%. To meet your \$1,000,000 sales quota you need 1,000 qualified sales leads. This would result in 50 demos booked, 10 closed won opportunities and you hit your seven-figure sales number.

Here is the problem though. The math never works out just perfectly the way we think it does. We always underestimate the amount of leads, time, personalization, content, activity and output required to hit our sales number. Fill the funnel with 3x-5x the amount of leads (5,000 sales leads), vs the minimum required 1x (1,000).

This ensures your team crushes your sales number and you aren't underestimating the number of contacts, accounts or activity required to exceed sales quota.



BONUS TIP

LIST BUILDING

Account-based sales and marketing list building is key to closing more deals, especially mid-market and enterprise accounts. Identify all of your ideal contacts and accounts in advance. Build a list of every single persona at the account who could possibly be a player in the deal: users, influencers, decision makers, budget holders and anyone in between. Your goal is to build positive, profitable relationships with all of these personas. Buying decisions are made by committees made up of 5-7 personas on average.

Once you get the entire organization aligned with the mission and purpose of what your company offers, the buying experience internally for your prospect becomes "Seamless," no pun intended.



TRISH BERTUZZI

Founder & CEO



TOP SALES DEVELOPMENT
THOUGHT LEADER

Keep your finger on the pulse of how your buyers want to communicate with you. Typically, if you're selling into three buyer personas: buyers A, B and C, you set up a sequence or cadence for outbound or inbound conversion, and you send out the exact same wave for each one. But we have done research that shows buyer personas want to be communicated with very differently. Salespeople want you to call them, while marketing people only want email. Salespeople love video, marketing people love white papers. You could go on and on.

You need to think omni-channel. Omni-channel communication is one of the biggest trends coming out this year. Not only do you need to build a flawless cadence, you need to build it using the communication method and content strategy that each unique buyer wants to absorb.



BONUS TIP

CONTENT PERSONALIZATION

It's not rocket science to reach the right buyer with the right content, but you need the right tools to do it. [New data shows](#) that among tools used by SDR's, sales cadence tools provide the highest quota attainment, resulting in 18.6% higher quota attainment than SDRs who don't use sales technology tools.



JEB BLOUNT
CEO



TOP SALES DEVELOPMENT
THOUGHT LEADER

I believe in a balanced prospecting methodology, in which you are leveraging all prospecting channels: email, phone, social selling, text, networking, chat, networking, and in person prospecting. By balancing your prospecting across all channels, you give yourself the best statistical chance to keep your pipeline full of qualified prospects.

The telephone, however, has always been, and will continue to be the most powerful sales prospecting tool. There is no other tool that will deliver better results, fill your pipeline faster and help you cover more ground in less time than the phone.

Prospects today are actually answering the phone MORE, not less.

People are burned out by impersonal, irrelevant and automated prospecting emails. The fact is that your prospect's email and social inboxes are getting flooded with spam. Prospects are hungry for something different – a live, authentic, human being.



BONUS TIP

COLD CALLING

Cold calling still works, a fact that's been proven by some really good conversion rates during [XANT experiments](#). However, talking to someone you barely know and asking them to listen to your pitch can be a scary task. A power hour, one hour when everyone on the sales floor focuses only on calling the best prospects, can be a good way to get the sales team fired up about cold calling. See how you can make your [v](#) a smashing success.



DAVID DULANEY
Founder and CEO



**TOP SALES DEVELOPMENT
THOUGHT LEADER**

Fear is with us every day. It's something that nobody wants to talk about, but we all have to deal with it. Whether you're just starting out in your career in sales development, or you've been running a team for 20 years, or you're a super successful mega-billionaire, everyone has to deal with fear.

As a manager, you run a team and you might need to choose between having a difficult conversation with one of your reps, or digging through the data to do analysis, which is easier.

As a rep, it might be way easier to send a couple more emails or ping somebody on social, instead of having that tough conversation with a prospect. A guy told you to go to hell five minutes before on the phone. Now you need to pick up the phone and call somebody else.

The cool thing about it is if you don't have fear in your life, you're actually on the wrong path. You're either not growing, or you are already dead.

There are a few tactics that you can use to relinquish your fear and learn how to do the hard things. The first trick is to not fall into the trap of lacking confidence.

Confidence doesn't just pop up. Some cool kids in high school were born with confidence, but everybody else had to earn it. It all starts with a commitment. Make a commitment to something and don't break that commitment.

Think about the three things that you've held back on, but would really move the needle for you, and write them down. Put the most scary task in your calendar for an hour every day, over the next month, and make sure nobody schedules meetings over it.

If you are struggling and something pops up, or you want to get up and do something else (check your phone, Instagram, or something else that releases the tension), then use the five second rule. Just count down in your mind: "Five, four, three, two, one - and just do it." Don't let your mind stray, keep your commitment.

Over time, you will build the habit of doing the hard things first, and the hour every day will have the compound effect of releasing you of your fears. Remember, if you're in your comfort zone, it's a trap. If you don't do the things that you hate to do, it's going to bite you in the end.



BONUS TIP

BUILDING UP GRIT

Sales development is an intense role. It weeds out all but the most resilient and patient, and it can have its [ugly moments](#). All we can say is, keep calm and carry on: here are our [best tips for de-stressing](#) on the sales floor.



STEVE BURTON

VP of Demand
Generation



TOP SALES DEVELOPMENT
THOUGHT LEADER

Tip number 1: Book a one-on-one with your boss first thing January, ask for a promotion and a path to earn more money. If it's not immediately available, ask for a document plan for progression and commission creation. From this point on you will know that everything you do will benefit you. You will naturally now work harder, smarter and be happier.

Consistently do the basics well before looking outside for solutions.



BONUS TIP

GET A PROMOTION

Sales is not a profession for the lazy. To win at sales, you need to hustle. You need to constantly learn and be better than you were yesterday. There are heaps of resources out there for learning more about sales, so there's no excuse. Look for [XANT research](#) to give you more info on how to sell more effectively.

Tips from Sales Development Leaders

The top 10 leaders recognized for their expertise and ability to inspire and motivate large teams and empowering them to meet their sales objectives.



ROSS NIBUR

Director of Revenue
Operations, and
Strategy



TOP
SALES DEVELOPMENT
LEADER

Teams with the ability to understand data have a significant competitive advantage. Studying the underlying success metrics of your team will help you to design success plans for each group, and individual by giving you an objective way to understand where a specific player could improve.

At Toast we have a maniacal focus on activity level data - how many calls does it take to book a meeting? How many conversations? How much longer on average are conversations where we book an appointment? How long can we stay on the phone with a prospect before we are wasting our time? How many times can we touch a lead before we, statistically speaking, stand no chance of converting it?

These lenses allow you to design a sales motion that leverages real data to drive specific improvements in your players. Further, it allows you to easily spot a player with behavior (good, or bad) that is an outlier to your normal model. If someone on your team requires half the conversations to book a meeting as their peers, you just found one of the best closers on your team. Conversely, if a player is taking twice the calls to get a decision maker on the phone, it's reasonable to assume they are struggling with gatekeepers, dialing at the wrong time, or calling on the wrong leads.



BONUS TIP

USING DATA TO SPOT BAD PLAYERS

Technology is at the point where it can give you visibility into your sales pipeline and the activities that truly matter for building and closing pipeline. Make a note of what the top sales performers are doing and replicate those behaviors to make sure you're at the top. You can get a free sales effectiveness assessment of your sales team [here](#).



JAKE RENI
Head of Adobe Sales
Academy



 TOP
SALES DEVELOPMENT
LEADER

My thought for sales development in 2019 is to embrace the data by developing the discipline around data integrity which will allow you to trust your process. If we embrace artificial intelligence (AI) and automation, we need to agree that the tool is only as good as the data it uses. Otherwise it is trash in - trash out. So if your data is clean, your predictions are reliable and you can work more efficiently.



BONUS TIP

DATA-DRIVEN SALES

[The cloud data wars have begun](#), and we can see the players are the largest companies on the planet. Data is now bought, sold, and traded as currency outpacing gold, oil, and even crypto-currencies. The companies using artificial intelligence (AI) to sift through all of these immense pools of data will be the winners as they will be able to extract the insights that matter to their customers and to their businesses faster and more accurately than everybody else.



**KATHERINE
ANDRUHA**

Sr. Director of Global
Sales Development
and Strategy

Anaplan



TOP
SALES DEVELOPMENT
LEADER

Time management is key to success and let's face it, is up to the experienced leadership to help SDRs find a foundation for success. Towards the end of the fiscal year, SDRs tend to do whatever they can to close business and make a positive impact before the end of the year. The beginning of a new year is a great opportunity to start with a clean slate, get reorganized and figure out their business strategy for the year. However, we occasionally pile too much in this time period.

Take the time in your 1:1's with SDR's to map out a plan. Work backwards: how many MQLs can they adequately touch in a given time period? When will they make those calls, break up the days and see where they can allocate time for inbound follow-up versus outbound. Is there time in the day for account executive 1:1s, manager 1:1s? It is important that an SDR feels in control of their schedule, as well as a sense of accomplishment.

Create a framework of all the collateral they can use for outreach and where they can find this collateral.

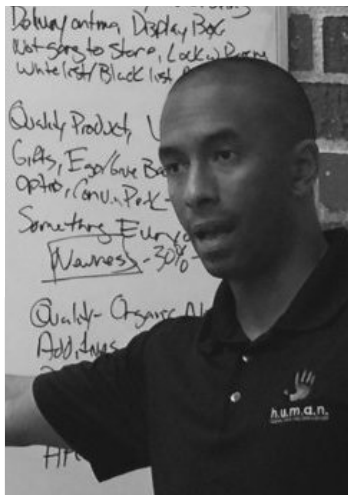
1. Create a strategy for outbound prospecting that is deliberate — less is more. You will break into more accounts and lines of business using a Targeted Account Prospecting (TAP) Approach.
2. Create leads view that allow SDRs a time frame for accomplishing their service level agreements (SLA's).
3. Create email templates for your SDRs so they don't spend too much time researching or writing - they need to spend time prospecting.
4. Have them create a schedule and review the schedule with them after one week, two weeks — continually evaluate their efforts.
5. Don't bog them down with too many meetings and initiatives.
6. Sync with your sales and marketing teams and align on timelines and initiative - make SDRs aware ASAP so they know what is coming down the pipe.
7. Get tools that work — [cadence tool](#), data tool and a planning tool that gives you real time data at your fingertips.
8. Support your SDRs and take their feedback!
9. Have fun watching them make money!



BONUS TIP

NEW YEAR PLANNING

Before getting down to business and having sales development reps call on prospects, take the time to review your sales cadences and their effectiveness. Make sure each and every one of the SDR's knows the basics: how many contact attempts they need minimum and the spacing, duration, media and messaging for their sales motions. They shouldn't start working until you have your cadence strategy sorted out.



KEVIN DORSEY
VP of Inside Sales



**TOP
SALES DEVELOPMENT
LEADER**

A great sales development rep is made by a great sales onboarding program. I'm a big believer that an onboarding program needs to last at least four weeks, and it needs to start by setting standards of excellence. You need to tell people what you expect for the role at onboarding -- create a document that includes this and get them to sign off on it.

The goal during onboarding is to increase the number of repetitions that sales development reps get. By the time they make their first phone call, they should have done it hundreds of times already. Imagine the confidence this gives them when they make that call. Everyone is talking about call reluctance for millennials, but I think that's not fair. No one taught them how to do it. If they go through a great onboarding program, then they know how to do it well.

Leverage your team during sales onboarding Make sure the tribe teaches the tribe. This makes your sales training program much better and so much faster. And leverage technology by recording all of your sales training -- this means you have modules you can use down the road that make it much easier to train people.

Finally, score and test people on everything. If someone is not ready for their job, either something went wrong with onboarding, or you made the wrong hire.



BONUS TIP

ONBOARDING PROCESS

Sales teams need leaders with [a strong background in sales](#). Save the leaders with technical or managerial experience for other teams. There's an art and a science to sales, so make sure you draw on seasoned salespeople.



JAY TUEL
VP of Sales
Development

DEMANDBASE



TOP
SALES DEVELOPMENT
LEADER

My tip for outbound sales development reps is to create a list of top accounts and prioritize the accounts that are showing engagement.

If you see that a prospect is demonstrating buying signals (such as opening your email multiple times, visiting high-value pages on your website, researching topics related to your business, etc), move them to the top of your priority list for outreach. If they don't respond immediately, that doesn't necessarily mean they are not interested; they're most likely gathering research until they are ready to talk.

It pays to be the first one into the account. As soon as you see your prospect doing research, make sure you stay on top of that account. And when you engage, share insights you think they would care about (with why you think they would care), provide value in EVERY touch and use a multi-channel approach that incorporates phone, email, social, video. Try a mix of channels until you get a response. More often than not, they are doing that research for a reason.



BONUS TIP

HOW TO PRIORITIZE ACCOUNTS

There is well established research that shows that the [sale goes to the rep who first contacts a lead](#) - you must follow up with interested prospects within 5 minutes, or you lose them. Smart predictive dialers will allow you to have dynamic prospect lists and push the hottest leads to the front of the queue.



CHRIS FAGO

Cloud Inside Sales
Manager



TOP
SALES DEVELOPMENT
LEADER

Make sure your prospects show up on time, every time. Scheduling meetings via cold calls and emails is already a difficult task, don't make your job any harder by letting them ghost you.

Once the hard part is over, it's time for the real work to begin, making sure that your prospects follow through on their commitment to you and attend the call!

While there are numerous business and personal related reasons that might cause a meeting no-show, I have found over the last 5 years that lack of communication is the number one offender that we can actually control.

Simply put, you cannot control if someone gets double booked or has a family emergency. But you can and should do your best to control one of the main no-show culprits — forgetting.

The easiest way to cut down on attendance failures comes with some templates and a little bit of automation. I recommend setting up a Meeting Scheduled Cadence. Once you have scheduled the meeting, move your contact into this Cadence, which will run them through a series of automated emails: "Call Scheduled", "Meeting Reminder" and "Post-meeting Recap".

While this tip won't get your more meetings, it will ensure that you don't lose the ones you worked super hard on.



BONUS TIP

SCHEDULING MEETINGS

Administrative tasks such as scheduling meetings should not be a drag, so make sure to leverage automation every single time. If you're not using [a sales cadence tool that has scheduling capabilities](#), you're wasting time.



JOSHUA PARNES

Senior Inside Sales
Representative

ConnectAndSell™
Conversations Matter



TOP
SALES DEVELOPMENT
LEADER

My #1 tip for sales development is: FOLLOW UP! FOLLOW UP! FOLLOW UP!

If a prospect doesn't say "NO", then make sure to keep calling back until you get a firm "NO", along with a reason that makes sense to you.

If a prospect says to "call back later this afternoon" — make sure you do it.

If a prospect asks you to call back at 2PM, then you better make sure you call back then.

Use "sincere aggression" on the phones, which means to always be sincere, but slightly aggressive.

If you are talking to someone that tells you they are not the decision maker, ask them if they are an influencer that can help move the process through.

If you are talking to someone who is not the decision maker, and they will not help you find the right person, it is imperative that you seek the answer for yourself on their company website, as well as through a thorough LinkedIn Search. You must exhaust all angles before moving on to the next prospect, and always try and create at least 1-2 relevant follow ups/referrals for every call you are on.



BONUS TIP

FOLLOWING UP

Following up after a call is crucial, and in the age of digital sales, following up with inbound leads is particularly important, in the age of digital sales. Customers expect immediacy in your response, as data shows that getting back to a lead 5 minutes after they contact you results in the highest chance of lead qualification.

Depending on whether you are in an inbound team and outbound team, you will have different standards for follow-up. Here's our [full guide on how to follow up with customers](#).



**MARCONDES
FARIAS**

Senior Manager,
Business Development



TOP
SALES DEVELOPMENT
LEADER

Trust should be the #1 value for all corporations and professionals. That is also true for SDRs: you need to build trust with your prospect from the first 15 seconds of any prospecting call. Truly study your prospect before calling; truly understand the pain; truly work to understand how your solution can help your prospect become better at what they do and provide a better product/service to their own customers. All your words and actions need to allow to you become a trusted advisor to your prospect. It is half-way creating your sales opportunity that will evolve as solid pipeline and will end up closing as a deal for your company.



BONUS TIP

BUILDING TRUST

Pre-call research is usually the step you need to take to build trust with the prospect. By having enough information about your prospect, their business, needs and challenges, you take the steps to become a trusted advisor, and not just a seller.

The State of Sales Development study from XANT shows that sales development reps spend 19 minutes researching an account, which is way too much (and is actually up from 15 minutes last year). Do your research, but make sure it doesn't take more than a few minutes.



**CRYSTAL
STEPHENS**

VP of Sales
Development

WOMPLY



TOP
SALES DEVELOPMENT
LEADER

Be in control of your lizard brain while leveraging data to execute flawlessly. Our brain will always get in the way of our accomplishments. Sales development is hard. It's easy to give up and not want to keep pushing forward. Each conversation needs to be flawless, and we are constantly striving for the most effective way to communicate with our leads. There is always a new tool coming out, and a new trend that tells us our ways are of the past.

The most effective way I have found to manage sales development employees is to leverage the best data you have to create tailored workflows based upon their skillset and ramp. Each rep is different, and you will be tempted to create a blanket process. Now, the directional strategic vision should be the same for each member of the team, but how you get there should be tailored.



BONUS TIP

LEVERAGING DATA FOR WORKFLOWS

Some sales reps are good at prospecting, others are great at conversation and closing pipeline. Make sure you know each member of your team and their strengths and weaknesses, and have the organization learn from the top performers. What are they doing that makes a difference? You can get a [sales effectiveness assessment](#) to create a quadrant ranking your team based on performance.



IAN MOYSE
Sales Director



**TOP
SALES DEVELOPMENT
LEADER**

The buyer has already changed and continues to change, driven by the technological environment (social media 3.0, peer review sites etc), so step up your game in 2019 and reinvent yourself. Invest in your personal brand and learn social selling as a methodology.

Your social brand is now your '1st impression' calling card and belongs to you! It goes with you across your career. Do not underestimate its importance or neglect it. Polish it, constantly evaluate and nurture it to your benefit. Test the photo you use at photofeeler.com, use consistent photos across social bios, cross link your social profiles and consider getting your own personal domains (check out www.ianmoyse.cloud).

Find out how to listen, engage and 'be Sherlock' to take on the new buyer on their new playing field. Social requires going back to basics and the core of selling = listening! Social listening is a key skill for 2019 both at an organizational and a personal level. So kick off 2019 by taking firm action on your social selling journey and creating an action plan of small steps you can be taking every day to exit 2019 in a far stronger place, aligned to the modern buyer.



BONUS TIP

SOCIAL SELLING

Make sure to warm up your lead before starting a conversation over social. First, read through their social profiles and the content they share, these will tip you as to what their problems are and how your solution could help. Then, make sure to give them some LUV ([leaving unsolicited validation](#)) - comment or otherwise interact with their content to get on their radar.

Top Tips From the Best Sales Development Reps in the Field

These dedicated phone warriors constantly meet their objectives and have proven excellence and perfect professional demeanor in their field. Here are their top tips for succeeding at sales development.



JAMES BAWDEN

Director of Revenue
Operations, and
Strategy



TOP SALES DEVELOPMENT
REPRESENTATIVE

You always hear that a job in sales is a rollercoaster — and that can be even more true for reps that work at the front end of the sales cycle.

My top tip for an SDR in 2019 is to manage your emotions. Never get too high on the wins or too low on the losses. Don't fall victim to the rollercoaster effect. "Staying in the middle" will help you stay motivated. By not getting carried away with celebrating the wins (although a solid high five for a meeting set is a must!) you keep your ego from making you lazy.

By not getting too down on yourself for lost deals (or ghosted meetings), you keep your morale up and you can analyze what went wrong in order to learn from your mistakes. All of this will go towards helping you crush your quota in 2019!



BONUS TIP

STAYING MOTIVATED

Motivation is incredibly important for salespeople, given that only about [5% of cold calls](#) turn into meaningful conversations, and email response rates are even lower. We asked sales experts what they believe are the the best skills to have, and one of the top picks is [being self-motivated](#).

Here's our list of [top motivational quotes](#) and [songs for salespeople](#).



RHYS MASON
Enterprise BDR



TOP SALES DEVELOPMENT
REPRESENTATIVE

My Top Tips for SDRs in 2019 is when the going gets tough, dig deeper. That's what will set you aside from the average performers. Everyone thrives in the good months but not so much in the tougher months, so it's vital to learn how to turn every negative into a positive and learn from those mistakes to hit that target. Persistence beats resistance! It's better to fail fast to succeed faster than waste time sticking to the norm.

One of my favourite quotes is that Tetris teaches us once we fit in, we disappear... so always look for new ways to stand out from the crowd and be creative to achieve your goals. You can do this through research online, thinking outside the box, etc., but also by speaking with the top performers in your company to learn how they've overachieved their targets too.

Sometimes with our daily workload we can get into bad habits such as procrastinating on difficult tasks, or getting lazy on messaging, so stay structured and plan out your days and weeks. Know your product inside and out. Research your prospect's background, responsibilities, company and always have these questions at the back of your mind - Why should they speak to me? What value am I bringing? Which challenge could this solve? How can we quantify our offering? Be a good listener, identify what they care about, and simply link it back to their pain point or initiative.

And last but not least, have fun! You've become an SDR at your company because you love the product you're selling at an awesome business. This puts you in a privileged position where you can genuinely help people and businesses solve challenges whilst doing something you love. Happy Selling!



BONUS TIP

STANDING OUT

_ that sales development reps perform around 101.8 activities per day, and a lot of this time is spent sending emails and on phone calls. That's a lot of activities, so make sure you take a break once in a while. Take a short walk and recharge, or do something fun for a few minutes, to make sure you are always in a creative mindset.



GRACE PRESNICK

Enterprise Inside
Sales Representative



TOP SALES DEVELOPMENT
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Stay organized. Being in inside sales means there is always a lot to do and a lot of ways to do it. Ask yourself before the New Year - how am I going to manage all of my tasks, account insight, follow-ups, market intelligence, and the never-ending to-do list (we all have) to ensure I get my job done and I do it with high quality?

Once you find an operating rhythm that works for you — stick with it.

Staying organized has enabled me to perform with high quality and efficiency, and — most importantly — hit my goal!

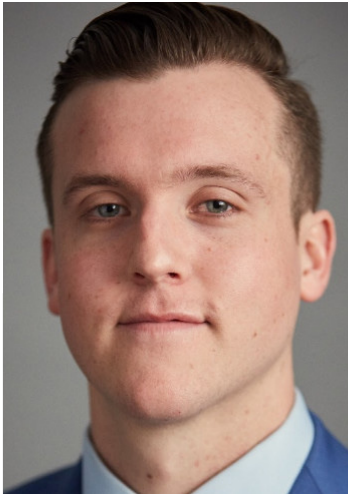


BONUS TIP

TIME MANAGEMENT

Data shows that sales reps spend only 35% of their time on revenue-generating activities, and only 22% of them are using a time management philosophy to help them organize their day.

Check out these [tips for effective time management](#) from sales experts.



BEN SWEENEY

Business
Development -
Intelligence and
Analytics



TOP SALES DEVELOPMENT
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Similar to many roles and occupations throughout the American workforce, the functions and responsibilities of those in Sales Development can become seemingly mundane, redundant, and quite frankly boring. For an attorney, reviewing testimonies and listening to depositions can become grueling and monotonous. For an SDR, writing emails and making cold calls can also become repetitive and uneventful. A good tip for either role, and especially an SDR, is to mix it up, be creative, and have some fun!

For example, a way that I personally keep myself excited and prepared for cold calling is by mixing in other techniques throughout my day. Instead of just making 300+ dials to 300+ people, I will send a LinkedIn request with a creative note, followed by a tailored email, and finish off with a phone call and an energetic voicemail to a **SINGLE** person at a **FOCUS** account. I call it “chunking”. Helps keep the day moving in an agile and creative way.

Also, I follow the guidance set by my dad (veteran ad sales guy) which is to “let the tool do the work for you”. He taught me this when he noticed that I was straining my back while mowing the lawn many years ago. Basically, if you are using the correct technique then the tool should be doing the work for you and you shouldn’t be straining yourself. This can be translated into sales development as well: don’t focus all of your energies into a single action; rather, use a versatile, multi-faceted approach and allow the tools to lead you to the solution.



BONUS TIP

ORGANIZING YOUR DAY

Sales cadence tools can take away some of the daily chaos, by organizing daily activities and making sure the best prospects don’t slip through the cracks. Having a list of to-do’s right in front of you when starting can significantly increase sales productivity and effectiveness. There’s an entire host of things a sales cadence tool can do for you: [check it out here](#).



BRIAN SMITH JR.
Sales Advocate



TOP SALES DEVELOPMENT
REPRESENTATIVE

My number one tip for sales development reps to be successful is to figure out what your strongest skill is and focus on that. Find out what medium you have a knack for and focus your energy, time, and strategy on it. Whether it's email, phone, social, etc. All are needed for success, but the best of the best know which medium works best for them and capitalize on it.



BONUS TIP

GETTING BETTER AT OUTREACH

Data shows that when in an inbound sales motion, you need up to six contact attempts to increase your chances to reach a prospect. For outbound sales reps, it's a good idea to have a sales cadence of up to six total attempts, with the sweet spot at three attempts.



AMIET GILL

Head of Business
Development, and
Partnerships



TOP SALES DEVELOPMENT
REPRESENTATIVE

You are “The Man in the Arena.”

Song that best describes this: “New York, New York.”
Frank Sinatra

Movie that best describes this: “The Pursuit of Happyness”
with Will Smith

Life as a business development representative, sales development representative, sales person, phone jockey, or whatever you want to call yourself is never going to be easy! I’m here to tell you that your first days and even years might feel like an uphill climb to what eventually amounts to a grand discovery on its own. Hence why you see so many thought leaders on the subject.

They too all started somewhere, but spent years breaking their heads in on the phone, email, Twitter, networking meetings, flyer campaigns, TV infomercials, free radio blasts, town hall meetups, and maybe even the kid’s basketball game. These people have been through it all and are truly the epitome of the “the man in the arena.” An adlib from a famous speech of Theodore Roosevelt Jr..

“It is not the critic who counts; not the man who points out how the strong man stumbles, or where the doer of deeds could have done them better. The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly; who errs, who comes short again and again, because there is no effort without error and shortcoming; but who does actually strive to do the deeds; who knows great enthusiasms, the great

devotions; who spends himself in a worthy cause; who at the best knows in the end the triumph of high achievement, and who at the worst, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who neither know victory nor defeat.” — Theodore Roosevelt Jr.

Remember that you’re not alone, and that everyone who is good at something has to break their teeth in the hard way first. Don’t be afraid to pick up the phone 100 times in one day and get rejected. There are lessons to be learned before you graduate to the almighty “google lead.” There is a reason those are guarded and saved for the top performers. There are different levels of competency needed for all stages of the decision-making cycle.

Learn the different buying behaviors, study buying behavior, and what makes someone feel open and comfortable enough to give you the keys that you need to help them have the perfect experience. Making something easy and fun for anyone should be the goal.

Secret Formula: If they like you = trust you = they would like to buy from you

Yes they should like you, and if they are leaving a conversation not liking you in some way you are failing in your process. Tighten up, and smile all the time when talking to someone. You are the seeker of truth. Do the deeds, and you shall have the power. Be the person in the arena that figures it out, and rises to the top no matter what!



BONUS TIP

BE PERSISTENT

Amiet hits the nail on the head when he talks about persistence in the sales development arena. We are consistently hearing from salespeople that cold calling is dead, that it doesn’t work anymore. Those people aren’t really cold calling — we tested it and built [millions in pipeline by just picking up the phone](#).



VINCENT MATANO

Sales Development Rep

DEMANDBASE



TOP SALES DEVELOPMENT
REPRESENTATIVE



BONUS TIP

PERSONALIZE YOUR OUTREACH

Direct mail has the highest perceived response rate, with [66% of leaders saying they would read a piece of direct mail](#). This is significantly higher than email, at 34.7%.

Sending direct mail is inexpensive and incredibly effective, and technology allows you to send brilliant direct mail with [just the click of a button](#). Only one out of three B2B companies uses direct mail, so it's a chance to stand out in the crowd.

What's great about sales is everybody has their own secret formula that works differently for each rep's personality and style of selling. In today's climate of email campaigns, marketing automation and other technological advances, it's extremely hard to break through the noise of the prospect's email inbox. My main goal when reaching out to a prospect is to let the recipient on the other end know I'm human by personalizing each email. Here are the top two things that contributed most to my success, with one overlying theme, that of creativity.

1. **Researching:** No prospect wants to hear all about your business. It's important to be well-educated on your accounts, and industries you're selling into. It doesn't take much time to check the most recent news on your accounts, reference one or two things in your outreach, and tie it back to your business value proposition. Extra bonus points for finding articles, interviews, or LinkedIn posts from your prospects that are relevant to what you're selling and tying it all together in one beautifully written email. My favorite thing to see is when my prospects link their Twitter to their LinkedIn profile. Twitter is an SDR gold mine because it is a place where your prospect mixes personal and business, which is the ultimate combination for a fire email.
2. **Utilizing different channels:** Now that you know your account's business outcomes, and contact's interests, take this knowledge to all available channels. Start with email, LinkedIn InMail, phone, Direct Mail, Twitter (overlooked tool), and, my favorite tool, Vidyard! Your prospect likes pizza? Grab a slice of pizza and record a video of yourself while holding the pizza and send it to your prospect. Send them the video through email or post it to Twitter and tag them. Your prospect is a huge Harry Potter fan? Send them some Gryffindor swag, and follow up throughout all channels.

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