



✓ Product Description

The sales development or lead generation role is a critical step to engaging buyers in a way that advances the sales process. The BDR/SDR team needs to be equipped with the skills, tools and strategies to engage buyers with the right message at the right time.

The BDR/SDR Bootcamp powered by Command of the Message® arms your lead generation team with the tools and processes to engage buyers with targeted messaging that's focused on value and differentiation and aligned with the rest of the organization.

The bootcamp will help your team learn how and when to leverage the appropriate channels to engage their prospects, develop the necessary phone skills to get prospect to the next step and increase the number of well qualified leads sent to field sales.

BDR/SDR Bootcamp powered by Command of the Message will help you:

- Create BDR/SDR-specific tools and content customized to your organization that help reps effectively bridge the gap between marketing and field sales
- Provide critical skills training, from time management to getting a meeting, tailored to the areas of improvement for your team
- Integrate application, practice, and continuous learning into the daily operating rhythm of your sales development team

💡 Course Curriculum

First, we work with your executive management team to develop customized business/sales development tools needed for successful prospecting. We'll work with your sales development, field sales and marketing teams to create a Toolkit that leverages the Value Messaging Framework and drafts into your current sales process.

After the workshop, the tools are rolled out in a multi-day, on-site training session. The session consists of interactive instructor-led training each morning and structured on-phone application, observation and coaching in the afternoon. The length and flow of the training is dependent on the courses selected and will be customized to fit the needs and fill the gaps of your team.

The current available skills modules include:

- Understanding Your Role as a BDR/SDR
- Applying Command of the Message to the role
- Research and Planning
- Effective Email Prospecting
- Leveraging Social Engagement
- Opening Statements
- Objection Handling
- Lead Qualification
- Active Listening
- Gaining Commitments

BDR/SDR Bootcamp Powered by Command of the Message



Business/Sales development is critical to create a seamless, efficient revenue machine. A well-trained sales development team with the necessary tools to engage customers will optimize the handoff between marketing and field sales to increase pipeline, shorten the sales cycle and drive revenue.

Let's Get Started!