

HOW TO FAST-TRACK REVENUE WITH A DEDICATED SALES DEVELOPMENT TEAM



ringDNA

Maximizing Sales Performance

TABLE OF CONTENTS

INTRODUCTION	2
5 Secrets to Leaving the Perfect Voicemail	5
Five Secrets to Hiring Great Sales Development Reps	6
Hire Reps Who Can Write Well	
Hire Social Sales Experts	
Seek out Reps Who Have Succeeded With Little or No Support	
Hire Tenacious Reps With No Fear of Rejection	
Hire Reps Who are Team Players	
How Do You Gauge a Sales Development Rep's Performance?	8
Key Sales Development Metrics and Industry Benchmarks	
4 Killer Sales Development Tactics to Maximize Success	10
Sales Development Reps Should Use LinkedIn to Warm Up Cold Calls	
Use Email to Initiate Contact	
Use Referrals to Fast-Track Credibility	
Diversify Prospecting Channels	
Tools to Enhance Prospecting Productivity & Success	12
Click-to-Call	
Automatic Call Logging	
Local Presence Dialing	
Voicemail Automation	
About RingDNA	14

I N T R O D U C T I O N

SALES DEVELOPMENT REP

/sālz/ /di'veləpmənt/ /rep/

(NOUN)

A sales development rep (SDR) is an inside sales rep that focuses solely on searching for new sales leads. An SDR's mission is to find previously unknown leads and convert them into sales opportunities. They aren't tasked with following up with inbound leads or closing deals, as those functions are handled by other members of an inside sales organization.

Synonyms: Sales prospector, outbound sales rep

A dedicated team of sales development reps (SDRs) may be the quickest path to revenue growth.

Imagine a world where prospects that know little-to-nothing about your offerings are added to your pipeline. In this world, your company is less dependent on marketing to create demand for your products and services, and you can achieve substantial growth through the efforts of a few very ambitious sales reps.

Sound good? That's the power of a sales development team. SDRs can help your company find net new leads and turn them into valuable opportunities for your account executives to close.

You're probably thinking, wait - isn't that what my Account Executives are already doing?

We believe that one of the biggest mistakes companies make is hiring account executives and expecting them to:

- Prospect for new opportunities
- Qualify inbound leads from marketing
- Close deals with prospects
- Ensure that existing customers are successful

Imagine how many more deals your best reps could be facilitating if sourcing valuable opportunities was all they were doing. Meanwhile, your best closers should be focused on doing just that - closing valuable opportunities.

Your account executives want to close deals, and that's exactly what they should be doing. This is why it is so vital to hire a team of dedicated prospectors. A sales development team can create opportunities for your account executives, helping to ensure that your company always has enough opportunities in the pipeline for skilled account executives to hit their marks.

If you have yet to implement a dedicated sales development team, you have a lot to look forward to. Whether all your leads are currently coming from marketing, or whether your account executives are spending time prospecting for their own opportunities, a dedicated sales development team can help ensure that your account executives have the fuel they need to meet and exceed their revenue goals. Prospectors can also reach leads that your marketing team likely never would have.

So how much can you gain with a dedicated sales development team? Perhaps the most famous example is how Aaron Ross pioneered salesforce.com's dedicated prospecting team. He started small, and developed best practices that could be scaled on a massive level. The results were that \$100 million dollars of yearly recurring revenue was added to salesforce.com's pipeline. Ross offers additional insight into prospecting in his book *Predictable Revenue*, which we highly recommend.

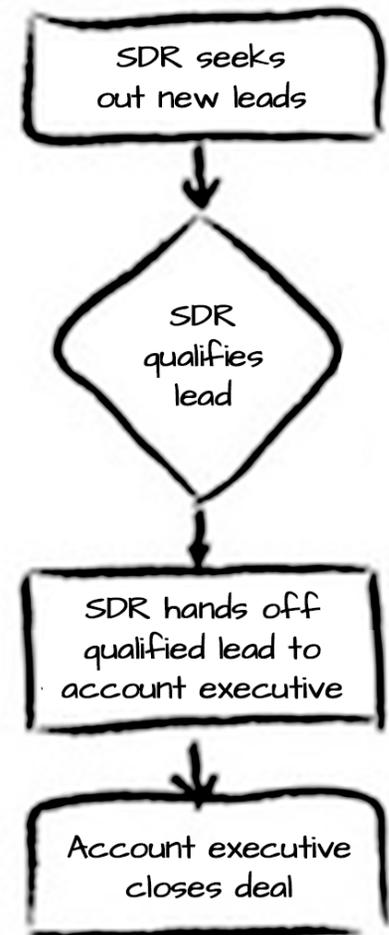
Whether or not you're able to add nine figures of revenue like salesforce.com did, a dedicated prospecting team can be the quickest way to expand your pipeline, drive sales ROI and achieve the growth you're looking for.

This eBook not only makes a case for hiring a team of dedicated prospectors, but will also help you build a successful sales development team from scratch. Whether you are transitioning account executives into dedicated prospecting roles, hiring new dedicated SDRs, or both, this book will help you hit the ground running. We'll reveal hiring strategies and some sure-fire prospecting tactics that can deliver fast growth. Finally, we'll discuss how sales technology has revolutionized prospecting, and recommend tools that can help reps increase dialing velocity, connect with more leads each day, and have more meaningful sales conversations.

Dedication to a single task is the quickest path to mastery. Think about how long it would take for even a seasoned salesperson to ramp up if she had to divide her time between selling, prospecting, responding to inbound leads and ensuring the success of existing customers.

With the right process, a dedicated SDR can ramp up in less than half the time of a traditional sales rep. And this is vital, because the most time-consuming aspect of sales isn't closing deals or even qualifying leads. It's establishing relationships with key decision makers in the first place.

You'll also be able to hire less expensive sales reps. Why? Because closing complex B2B deals might require a seasoned salesperson, but with the right process and management, sales development can be handled effectively by more junior reps.



SECTION
01

REACH CUSTOMERS THAT MARKETING CAN'T

If your company is like most, you have a marketing team investing time and resources to generate leads. But inbound marketing casts a wide net, and not all of the incoming leads that come from inbound marketing efforts like paid search and content marketing are going to be a good fit. More often than not, you'll need a great lead response team to qualify those leads prior to handing them off to account executives.

SDRs, on the other hand, exist because even the best marketers will never be able to reach 100% of their company's viable customers. SDRs have the ability to reach customers that marketing can't. Your SDRs have the ability to laser-target prospects that are a perfect fit for your solution - even if they don't know it yet.

Why are SDRs so important?

Because not everyone who needs your solution knows that such a solution even exists.

Don't Wait for Customers to Find You

Sales development teams need to know the solutions well enough that they can easily identify potential customers. They can unveil hidden market segments. And by using referrals and other proven prospecting techniques, they can start sales conversations that never would have transpired through marketing alone. As a result, your salespeople can close previously untapped opportunities.

Later in this eBook, we'll reveal some best-practices that can maximize prospecting success.

SECTION
02

FIVE SECRETS TO HIRING GREAT SALES DEVELOPMENT REPS

Hire Reps Who Can Write Well

Obviously you should hire reps with good verbal communication skills. But these days, SDRs often email potential customers before reaching out over the phone. As such, having elite writing communication skills is perhaps more important to prospecting than to any other specific sales role.

Look for SDRs who are not only able to establish rapport verbally, but can also do so in a brief email. Many of the best SDRs actually have university degrees and may have majored in Communications, English or another area of study that requires great writing skills. A rep's writing ability is easy to gauge. See how they respond via email during the hiring process and, if necessary, give a written test in which they have to write a sample prospecting email.

“If you're looking to invest in the growth & skills of your sales or marketing team, make them better writers first.”

*Matt Heinz
President
Heinz Marketing Inc.*



Hire Social Sales Experts

Social media is important throughout the entire sales process, but especially during prospecting. You should seek out reps that are already familiar with LinkedIn and Twitter. Check out their social media profiles during the interview process to gauge their experience. If a candidate has a great LinkedIn profile, they likely will be able to jump right into leveraging LinkedIn during prospecting without heaps of additional training.

Seek out Reps Who Have Succeeded With Little or No Support

Progressive companies are on board with well-oiled sales and marketing alignment mechanisms, but that is hardly the rule. Look for reps that have built out an entire vertical opportunity with virtually no support structure. If they can succeed in that kind of environment, they can do wonders in yours.

Hire Tenacious Reps With No Fear of Rejection

According to data from Telenet and the Ovation Sales Group, it often takes as many as eight tries to reach viable prospects. SDRs need to have a thick skin, as prospects are often busy and aren't always polite to sales reps. That being said, hire reps who have no fear of rejection. In fact, you should seek reps who don't like taking "no" for an answer. Perseverance is often the quality that separates great SDRs from the rest of the pack.

Hire Reps Who are Team Players

Inside sales is a team sport. As such, you should seek reps who are comfortable working with your account executives and even other SDRs to close deals. Sure, you want reps with a competitive spirit and a desire to win. But you also want reps who understand the value of the assist. In basketball, it's easier to make shots that have been set up well. Likewise, it's a lot easier for account executives to score deals that have been expertly orchestrated by your SDRs. It's vital to find reps and closers that work well together. It's no surprise that many of the best inside sales reps are former athletes who participated in team sports.



SECTION
03

HOW DO YOU GAUGE A SALES DEVELOPMENT REP'S PERFORMANCE?

One of the reasons that some Sales VPs and managers are hesitant to try role specialization is because they are used to giving reps quotas. Don't worry - you can set benchmarks for your SDRs as well. They're just different benchmarks.

Your quota-carrying closers should be evaluated based on the revenue they close, while your SDRs should be largely evaluated on the amount of viable opportunities they can create for your account executives. The following metrics will not only help your managers gauge reps' performance, they can also be used when creating compensation plans for your SDRs.

Key Sales Development Metrics and Industry Benchmarks

Communication Attempts per Day

How many times are your SDRs reaching out to new leads each day?

Industry Benchmark: According to Research from The Bridge Group, the average outbound sales rep makes 56 dials in a day. With sales enablement tools, that number can be much higher. It's also important to note that outbound dials should only be part of an overall prospecting communications strategy, and managers should also be monitoring how many emails reps are sending, as well as how many follow-up attempts they make with prospects.

Dial-to-Conversion Rate

This metric tracks the communication attempts made by reps to the conversations achieved.

Industry Benchmark: According to OpenView's Sales Benchmark Report, an industry benchmark call-to-conversation rate is 9%. However, managers should do more than track how many dials result in conversations. Much of an SDR's job depends on their ability to successfully use email and social media to start sales conversations.

Conversation-to-Appointment Rate

This metric shows how many conversations with prospects result in a lead being handed off to an account executive.

Industry Benchmark: OpenView lists that around 23% of conversations should result in appointments.

Opportunity-to-Close Rate

While SDRs seldom close deals themselves, it's important to monitor the rate at which account executives are able to close the prospects they hand off. This helps managers gauge whether reps are doing a good job of qualifying leads for sales.

Industry Benchmark: OpenView lists an average opportunity-to-close rate at 27%.



SECTION
04

4 KILLER SALES DEVELOPMENT TACTICS TO MAXIMIZE SUCCESS



Cold calling almost always has a negative connotation. Here are some tactics that your sales development team can use to build credibility with new leads.

Sales Development Reps Should Use LinkedIn to Warm Up Cold Calls

LinkedIn is a B2B SDR's best friend. Using LinkedIn, reps can identify potential key decision makers. LinkedIn can also help reps search for recent turnover. This is important because new executives are often given a budget and a mandate for change. Executives may be far more likely to invest in new solutions during their first few months at a company. LinkedIn also presents the opportunity to identify companies that are hiring. After all, companies with the budget to hire new employees often have the budget for new solutions. We also recommend integrating LinkedIn with your CRM tool. This makes it easier than ever for your SDRs to access contextually relevant data about potential customers.

Use Email to Initiate Contact

One of the most powerful sales development tactics is sending an email (or LinkedIn InMail) in advance of a call. This enables your SDRs to familiarize prospects with your brand prior to calling. In an email, B2B reps can also ask to be referred to the most relevant decision maker in the company. Even if a prospect doesn't respond to an email, it enables the rep to couch a call as following up, which seems far more innocuous than a cold call.

Use Referrals to Fast-Track Credibility

When talking to a new lead for the first time, SDRs need to be able to establish trust as quickly as possible. Referrals are the best way for them to quickly build credibility with prospects. According to sales expert Colleen Francis, referred leads have a close rate of around 50%. Compare this to data from Leap Job showing that only 2% of cold calls result in an appointment. Referral close rates will vary by industry, but it's safe to say that it's far easier to convert referred leads.

LinkedIn makes it possible to examine your network for possible second-degree connections to hot prospects. Salespeople rarely ask for referrals from customers, yet most customers are happy to give them. If reps can get a referral, it can be powerful. Even if you can't garner a referral, if you have done business with a similar company to your prospect's or have done business with a company in their industry they would respect, it can pay to mention this.

Diversify Prospecting Channels

As we mentioned previously, persistence is vital to prospecting success. According to data from Telenet and the Ovation Sales Group, it takes an average of 8 cold call attempts to reach a prospect. However, reps can often

According to data from Telenet and the Ovation Sales Group, it takes an average of 8 cold call attempts to reach a prospect. But SDRs can often connect with leads quicker by utilizing multiple channels.

connect with leads quicker by utilizing multiple channels. A great prospecting strategy should include repeated attempts at calling prospects, sales voicemails when prospects don't pick up, emails, as well as social media. This gives prospects the option of interacting using the channel they feel most comfortable with. Some prospects will be all over email, some prefer the phone, still others prefer social channels like LinkedIn and Twitter. Especially consider reaching out through social to prospects that are highly engaged on networks.

SECTION

05

TOOLS TO ENHANCE PROSPECTING PRODUCTIVITY & SUCCESS

While research from the Bridge Group shows that an average prospector dials 56 prospects in a day, with sales automation technology, it's possible to dial far more than that. Depending on your industry, the ideal number of dials that prospectors make in a day can vary. In industries with 30-second value propositions (e.g. a nonprofit raising funds to combat climate change), prospectors will want to be able to make as many calls in a day as possible. However, for most B2B companies with more complex value propositions, sheer dialing velocity isn't nearly as important as having the right conversations with the right decision makers. But no matter your industry, you can benefit from implementing tools that increase sales productivity and enhance connection rates. The following tools can help supercharge prospecting success.

“By breaking responsibilities into four separate, focused roles, as salesforce.com did very early, every single person in the sales team becomes an expert in their practice, executives see exactly how each function works or doesn't, and you create a limitless sales organization.”

Aaron Ross
Author
Predictable Revenue



Local Presence Dialing

RingDNA internal studies have shown that prospects are far more likely to answer numbers from local area codes - at least 57% more likely, as a matter of fact. Think about it - we all use caller ID, and when you get a call from a toll-free number, what's your first thought? It's a sales call. However, when prospects see calls coming in from local numbers, they're far more likely to pick up. The result is more conversations, more opportunities and more revenue.



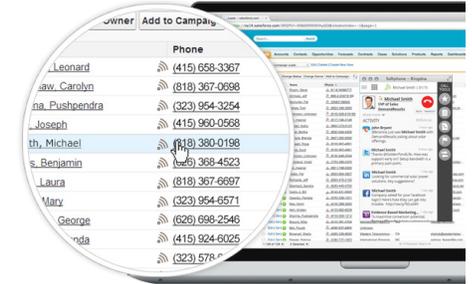
Voicemail Automation

Great sales voicemails don't just result in callbacks. They also inspire prospects to visit your website, download content, send an email, reach out through social, and a host of other activities. But at 30 seconds each, leaving voicemails can be time-consuming. With voicemail automation tools, reps can prerecord a library of voicemail greetings. Then, the moment a call goes to voicemail, they can select the appropriate voicemail greeting from their library, and leave a perfectly recorded voicemail with just one click. In industries that demand high dialing velocity, voicemail automation can save hours of valuable sales time. An average rep will save over an hour a day, while a team of 10 reps can easily save more than 250 hours a month.



Click-to-Call

Manual dialing results in time wasted and misdials. If your reps are working in Salesforce, using tailored lists of prioritized prospects ensures that your reps are dialing the most valuable leads. And by using a click-to-call tool, reps can dial more of the right leads every day, directly from Salesforce.



Automatic Call Logging

After connecting with prospects, manually entering sales data in a CRM can eat up as much as 20% of reps' sales time. Yet unless that data gets in your CRM, managers won't be able to accurately assess reps' performance, and employees can't effectively work together to close deals. So how can you get that priceless data in your CRM without taking away valuable prospecting time from reps? Capture as much data in your CRM automatically as possible. With RingDNA, reps can gain 20% selling time through automatic call logging and other sales automation features. RingDNA can also save entire call recordings in Salesforce, so managers can do a better job of coaching reps to success.





Maximizing Sales Performance

Connect and Closer Faster With Sales Acceleration Software

- Double your sales ROI
- Connect with at least 57% more of the prospects you call
- Gain 20% more selling time each month

RingDNA maximizes inside sales performance by helping sales teams qualify, connect with and convert more customers. RingDNA is the only revenue acceleration platform created specifically for the specialty inbound and outbound sales roles that exist in today's inside sales teams.

[Start a Free Trial](#)

[Get a Demo Today](#)

Find us on the [Salesforce AppExchange](#)

Call us: 866.513.5862

*yes - this is a
call tracking number!*

Email us: sales@RingDNA.com

Visit us online: RingDNA.com

[@ringdna](#)

