

Sales "Relationship" Development



BEING A SALES DEVELOPMENT REPRESENTATIVE MEANS FOLLOWING A PROCESS TO FIND SUCCESS. NOT UNLIKE THE PROCESS OF FINDING A DATE ON TINDER!

Step 1: Swiping Left or Right

Starting your research on companies and prospects is a lot like swiping left or right on Tinder. You read the bios, look for ideal characteristics, like geography, and see if there could be mutual interest.

SWIPE ❌ LEFT

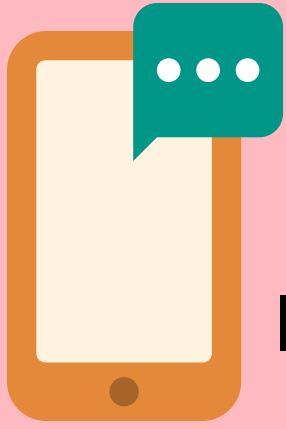
- COMPANY DOESN'T FIT YOUR "IDEAL CUSTOMER PROFILE"
- PROSPECT IS NOT THE DECISION MAKER
- IT DOES NOT SEEM THAT THERE IS A NEED FOR YOUR SOLUTIONS
- NOT THE RIGHT "TYPE"
- NO BUDGET



SWIPE ✅ RIGHT

- COMPANY FITS YOUR "IDEAL CUSTOMER PROFILE"
- YOU HAVE THE RIGHT POINT OF CONTACT
- THERE IS A NEED FOR THE PRODUCT OR SERVICE YOU ARE SELLING
- THEY ARE THE RIGHT "TYPE" AND MATCH YOUR PROFILE
- DEFINED BUDGET OR ROOM TO SPEND

Step 2: Sending a Message

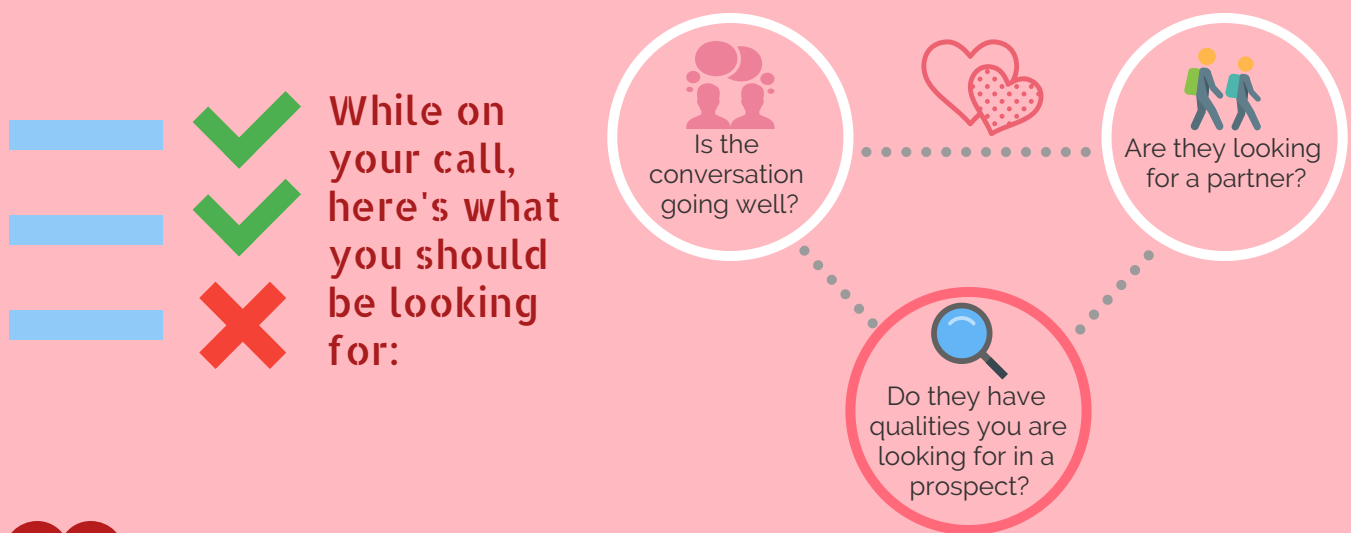


It's a Match!

YOU MATCHED! NOW YOU HAVE TO MUSTER UP THE COURAGE TO SEND A MESSAGE (EMAIL OR PHONE CALL?) AND WAIT FOR A RESPONSE. WILL THEY BE INTERESTED TOO?

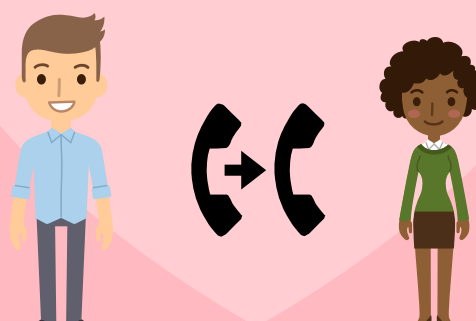
Step 3: Setting up the First Date

Fortunately, they responded! After some back and forth it is finally time to set up the first date: [the qualification call](#).



Step 4: Love in the air?

So you went on the "first date" with your prospect, did everything go well? And more importantly, are you compatible? Answering these questions can hopefully lead to date number two: [the discovery call](#).



About Hire Velocity



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