

Launching and Operationalizing the SDR Role

Company Name: Equifax
Industry: Financial Services
Revenue: ~\$5.6B
Employees: ~14,000



Mission-critical priority

Introducing and defining a new Sales Development Representative (SDR) role alongside already established Business Development Executives (BDEs).



How Gartner helped

The client used:

- **Gartner best practices** from world-class sales organizations to benchmark and calibrate their approach.
- **Gartner expertise** to determine whether to tie SDR compensation to revenue, meetings set, or other KPIs.
- **Gartner recommendations** to embed incentive structures into their tech stack and processes.



Outcome

With support from Gartner for Practice, the client:

- **Successfully defined and implemented** a new SDR role.
- Had a **smooth and faster rollout** of the SDR role.
- **Presented a clear, credible plan** to sales leadership to gain buy-in.