

Demystifying Sales Development Best Practices for Pipeline Growth

For B2B businesses today, sales development is arguably the most critical investment for developing pipeline. To better understand the impact and best practices, this infographic provides insights organizations can use to support or evolve their sales development practice.

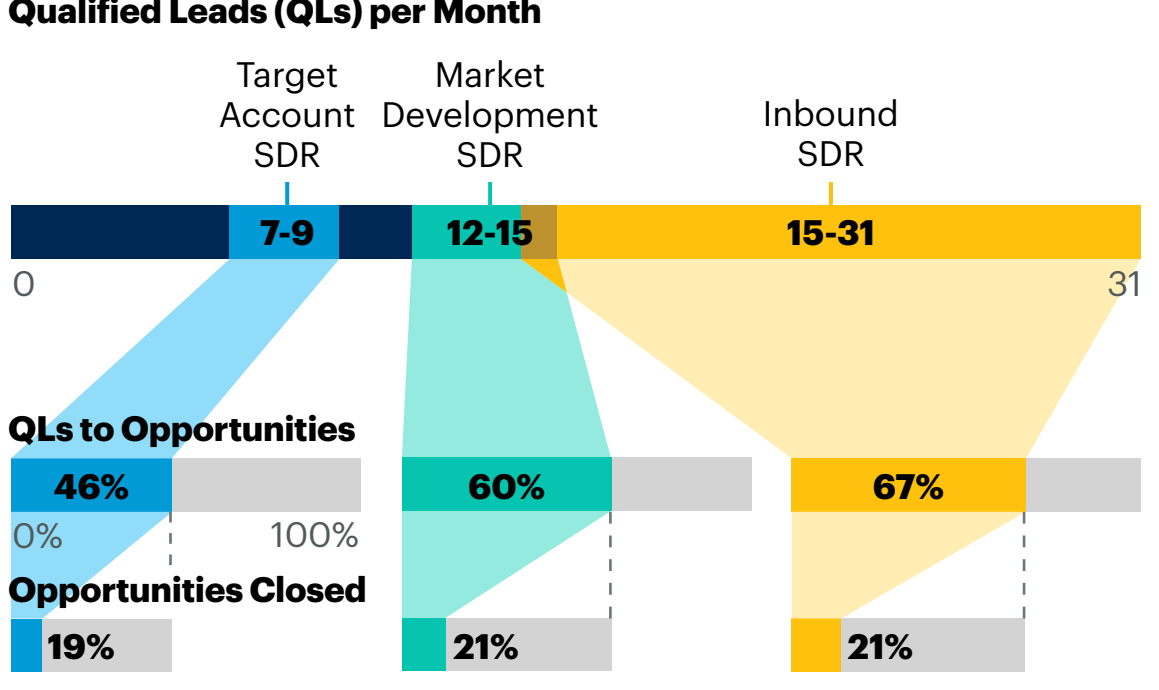
Strategy^{1,2,3,4}

To maximize yield from SDR teams, the charter, role definition and modeling assumptions must match the motion they are generating pipeline in.

Sales Development Representatives (SDRs) Separate roles for separate tasks	Target Account SDR	Market Development SDR	Inbound SDR
Charter A defined mandate that clarifies the purpose of the role in one sentence.	Exclusively contact named accounts to generate demand and convert qualified meetings.	Contact a high volume of accounts to generate demand and convert qualified meetings.	Qualify inbound leads generated from marketing programs.
Motion Supported When this role makes sense for your sales strategy.	Average Sales Price or Lifetime Value: High Buying Cycles: 6 to 9+ months Market: Targeted, narrow	Lifetime Value: Low to midsize Buying Cycles: 3 to 6+ months Market: Broad	All Buying Cycles: 1 to 3+ months Market: Marketing-generated

Quota and Conversion Benchmarks

Each role has different expectations of performance relative to its charter.



Quota Attainment

Keep SDRs motivated by setting goals where 70% hit quota, and reward overachievement.



Operations^{1,2,3,4}

Measure performance against expectations, capacity and activity to find opportunities for improvement. This section contains best-practice recommendations based on benchmark research and experience with Gartner clients.

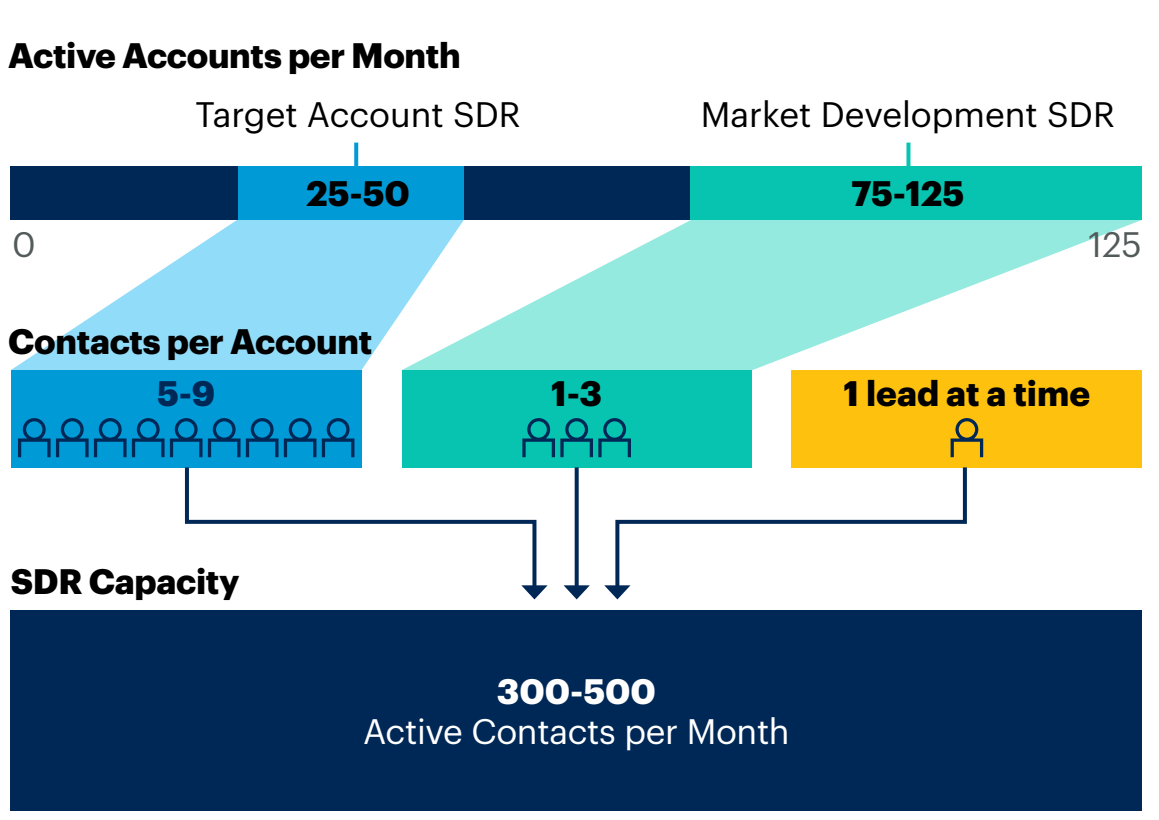
Activity Expectations

Set clear guidelines for how SDRs in different roles spend their time.



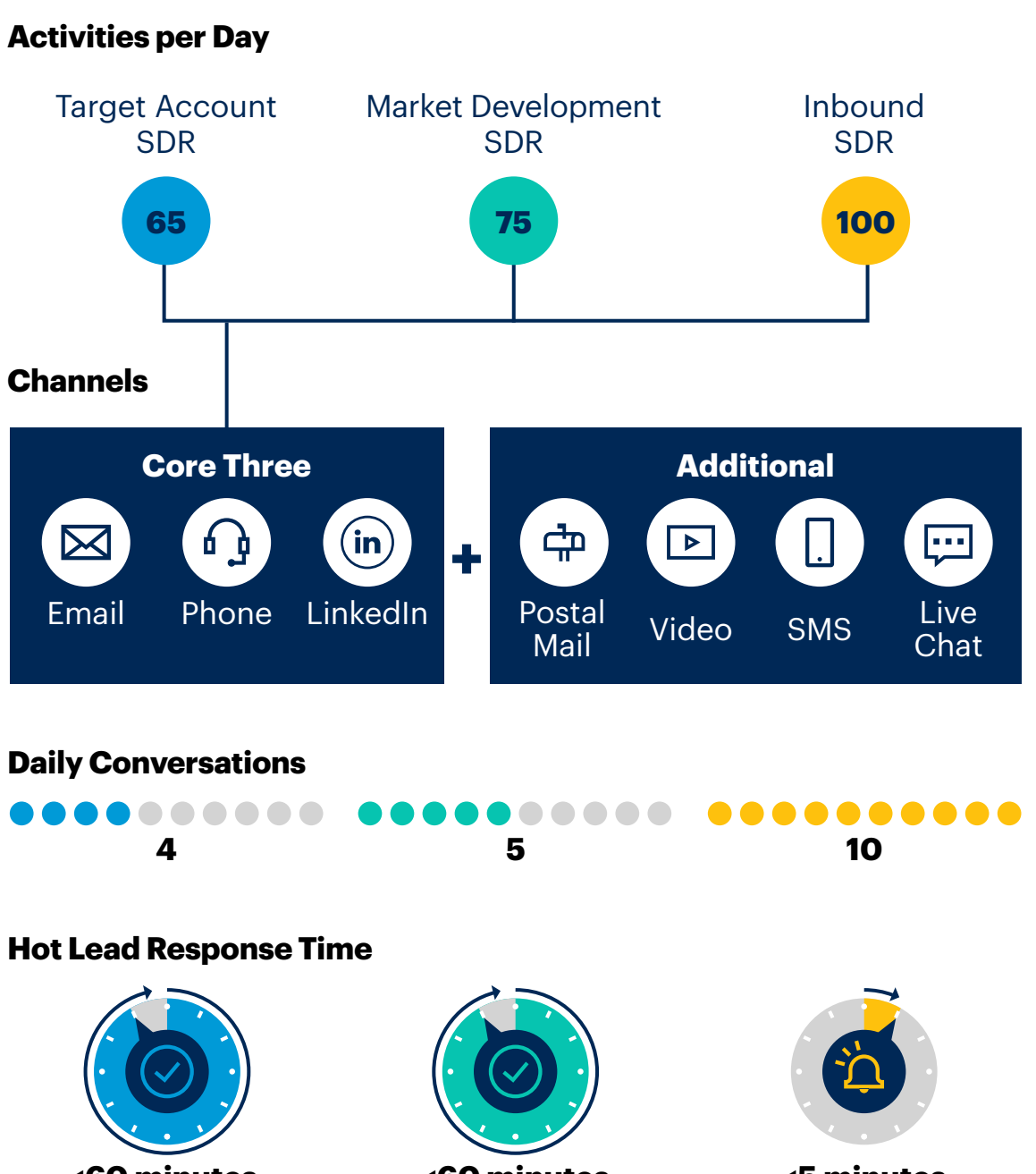
Monthly Activity

Target account SDRs stay focused on the same accounts for 6+ months, while market development SDRs refresh their list every one to three months. This section provides guidance on how to define what a productive month of account activity looks like for an SDR.



Daily Activity

Target account SDRs will execute less activity as a trade-off for more customized messaging, while the other two SDRs will balance a higher volume of activities with selective use of customized messaging.

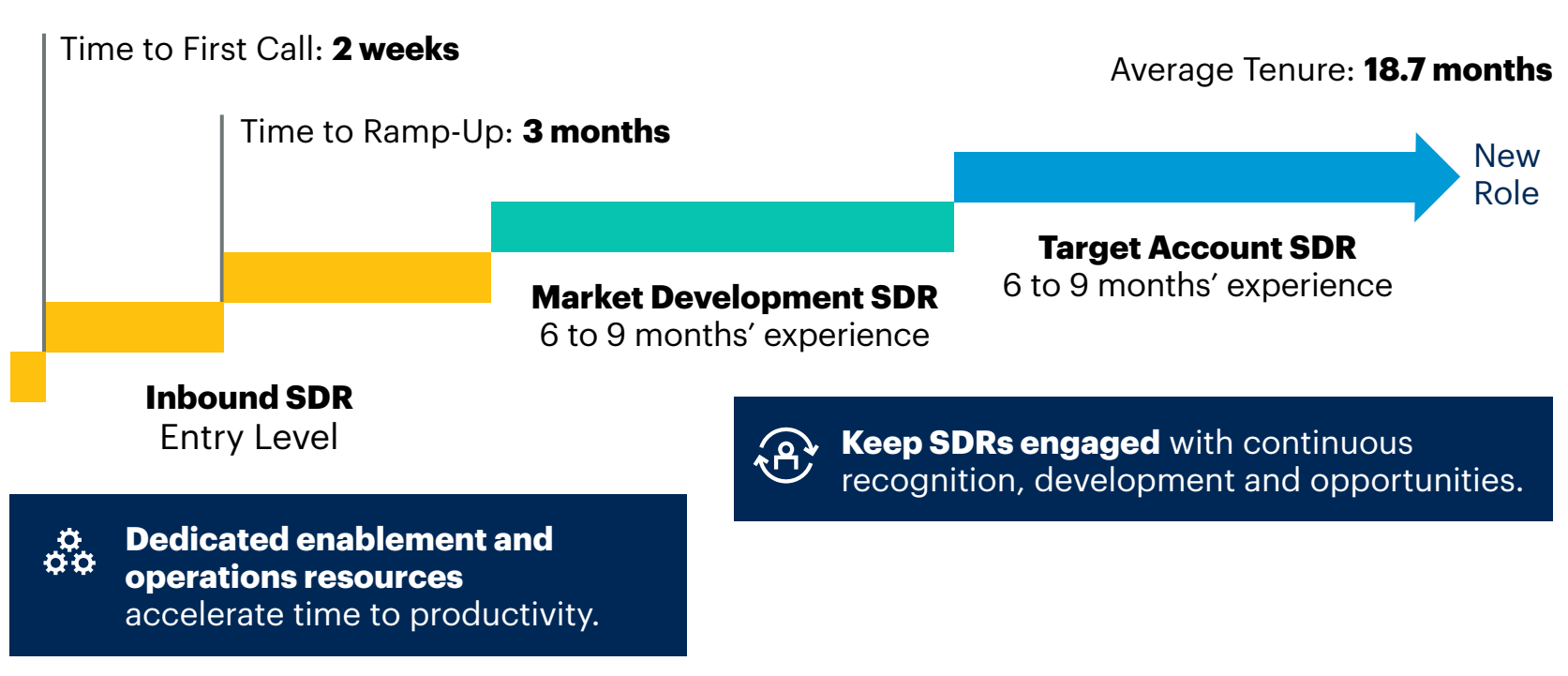


Talent Management^{2,3}

Effective sales development teams have a plan that combines the factors needed to hire, onboard and promote SDRs.

SDR Career Journey

The average SDR is productive for only five quarters before they move on.



Manager to SDRs to Sales Rep Ratio

Prevent SDRs and their managers from getting stretched too thin with a healthy Manager-to-SDR and SDR-to-Seller ratio.

