THE SDR JUMPSTART

A Guide For Mastering Basics In Your New Role

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If you're a new SDR, or in your first sales role, those first few months can be an overwhelming experience. Doubt, rejection, and feeling things will never click are commonplace.

We hear you! So here's a jumpstart guide to help you master basic elements that will help you those first few months and in years to come.

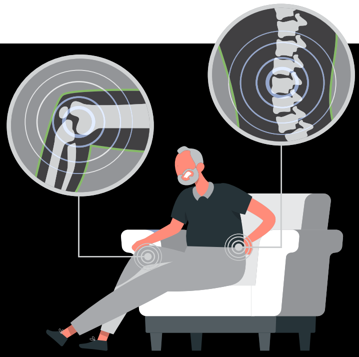
UNDERSTAND THE ROLE OF PAIN

People buy on problems and pain. People want to be free from pain, fear, and want. It's your job to understand that pain, and help solve it.

Most prospects will not readily admit to problems. It's hard for people to open up to strangers, and even when trust is built, you need to lead. Utilize a diagnosis of pain.

EXAMPLE: Leading Pain Diagnosis

YOU: "Usually when I talk to professionals like you, they tell me BIZ PROBLEM 1 or BIZ PROBLEM 2 is causing them trouble, does that sound familiar?"



Many prospects will tell you they want to "learn more." No one takes a call to learn more. They are taking the call because they have a current/future pain, and/or have been tasked by a superior with evaluating a new solution to align with an executive priority.

The more you can dig into pain when you engage a customer, the more successful you will be. Meeting bookings and attendance will go up. Customer engagement and response times will improve. If running any discovery, you'll be more precise and better align your solution to customer problems as an outcome.

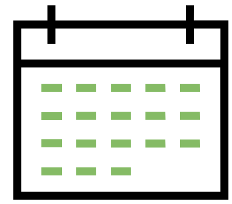
EXAMPLE: Cold Calling Prospects

YOU: *explains elevator pitch*

CUSTOMER: Sure, I'd like to learn more about your solution.

YOU: Great to hear!

SCENARIO 1



Average reps stop here and send a calendar invite. Customers may no-show and you're left chasing them when they ghost.

SCENARIO 2

Top reps dig in further

YOU: But can I ask you a tough question? People almost never just want to "learn more" because they're so busy! They usually take calls because they have BUSINESS PROBLEM preventing them from achieving OUTCOME, and/or an executive has tasked them with evaluating us. Which would you say is the case here?

CUSTOMER: We actually have BUSINESS PROBLEM that is hurting our ability to drive revenue.

YOU: Gotcha. Sounds like this is the most relevant problem to you right now. Could you just quickly walk me through a scenario of what that looks like, and what your timeline is to fix it?

CUSTOMER: *Provides explanation*

YOU: Thanks for explaining. So our meeting will be a good use of your time if we show how to solve BUSINESS PROBLEM by YOUR SOLUTION to help you achieve OUTCOME?

CUSTOMER: Yes.

YOU: Is there anyone else on your team experiencing the same scenario, and would they benefit by attending?

CUSTOMER: There's a team of 3 of us all doing the same work, it would be good to include them.

Having this conversation WILL be awkward! Be confident and show you are genuinely interested in the customer and that you want to understand their pain.

MAP YOUR TARGET ACCOUNTS & PERSONAS, BUSINESS PROBLEMS PERSONAL PAINS

Prospecting requires precision in targeting the companies and personas that will drive your revenue. You want to pinpoint with laser accuracy, not cast a wide net.

An Ideal Customer Profile (ICP) sums up behavioral, firmographic and other data that should comprise your best-fit customer. Creating target lists of accounts from your ICP will help you use that laser accuracy in finding the best candidates to buy from you.

Example: Manufacturing companies w/ **$500 million+** **in revenue, 1000+ employees**, and use **Salesforce**.

Targeting the right accounts is key, but your conversations start and deals end with people. The same accuracy for accounts applies to personas - identifying the most likely buyers in your accounts.

Before any outreach starts, map and document the following

The personas/job titles you sell to.

2 Business problems for each of those personas.

2 Personal Pains for each of those Business Problems

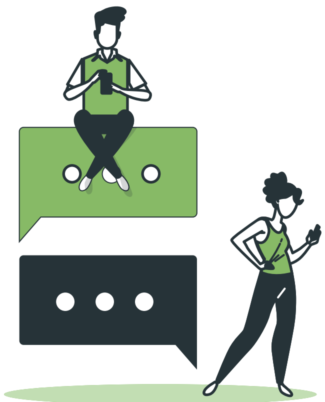
Key Performance Indicators (KPIS) for each persona.

The ***Creating HAVOC eBook*** provides more detail about this mapping process, and at the end of this guide there is a mapping matrix to assist you.

Account & persona mapping should be completed before sending any messaging, and regularly updated as the market changes. Partner with your marketing, sales, and CS leaders to incorporate real-time market feedback and ensure your messaging is aligned from start to finish.

DEVELOP GOOD MESSAGING PRACTICES

The ***Creating HAVOC eBook*** provides a more thorough instructional process to understand habits, elements and structure to build messaging for your needs.



Become adept at the various tools you'll use for multi-platform messaging: phone, email, LinkedIn messages & voice notes, video, direct mail are most popular. If you're using LinkedIn or video for the first time, there's great resources out there (sellbetter.xyz) to learn how to get the most from them.

Good messaging does several things well, but most importantly tells a story. Cadences/sequences of multiple touch points are built to create this story, and utilize a Beginning, Middle, End method - or more appropriately, Problem, Solution, Proof.

The Business Problem faced.

How the Solution solves it.

Proof, a.k.a. customer outcome.

Problem-led messaging puts the customer first, telling them they are important and gaining credibility before you offer a way to solve it. The most successful messaging across all platforms uses this principle, because it's ALWAYS about the customer, not you.

EXAMPLE: Problem-Led Cold Email

CUSTOMER, saw your LinkedIn post about low conversion rates. PERSONAS tell us that's their #1 priority because if solved, revenue would skyrocket.

We help customers improve those rates through better content targeting. **CURRENT CUSTOMER** doubled their conversions in 3 months. If you've ever considered that approach, worth a chat?

Pair tools together to double/triple touch prospects. Voicemails to boost email engagement is a simple way to maximize the touch when a prospect doesn't pick up the phone.

EXAMPLE: Calling Prospects

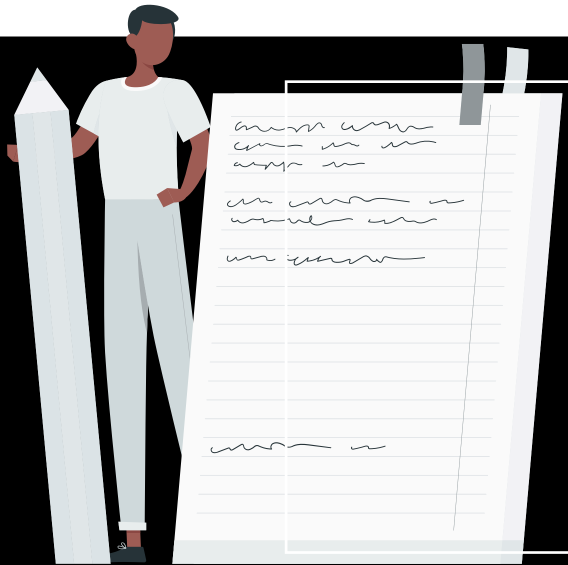
No answer? Leave this voicemail.

YOU: Hi, calling because of your LinkedIn complaint about low conversion rates. No need to call back, I just sent you an email titled SUBJECT LINE." Reply there, or I'll call again if I don't hear back. Thanks, and this is YOU from COMPANY.

Now send that email from the previous page. If you don't get an email open, use the email again (if it's good, don't waste it!). If you do get an open but no reply, move to the next step in sequence.

Write scripts for your calls and voicemails. Don't be a hero and memorize them. Reading prepared remarks allows you to focus on pace and tone, which is as important as the words you say. Prospects don't want to hear your stutters and indecision on the phone.

PRACTICE OBJECTION HANDLING

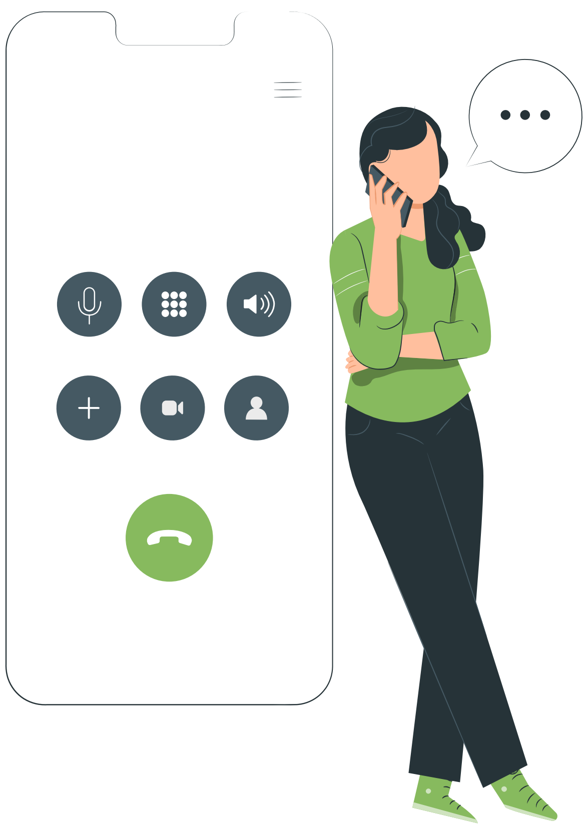


Write out common objections your company receives. Partner with senior colleagues to get their best responses. This is helpful to create muscle memory so you can handle them more naturally in the future. But true objection handling starts by understanding why you get them in the first place...

When you get an objection on the phone, understand that YOU are your prospect's pain in that moment (see #1, Understanding the Role of Pain.) They were not expecting your call, and you are taking their valuable time. You need to provide pain relief to that objection.

Utilize the "Agree & Pivot" method. This method provides pain relief by validating the objection so the prospect feels they are heard and correct, and proceeds to give an alternative/explanation to advance the conversation.

- **Agree with their objection.**
- **Pivot to what you want to ask next.**



EXAMPLE:

CUSTOMER: I don't take cold calls.

YOU: I don't blame you, they can be annoying! But can you give me 30 seconds to quickly explain why I've called, and you can decide if it's a good use of time to explore further?

EXAMPLE:

CUSTOMER: Just send me an email instead.

YOU: I'd be happy to, but usually when I hear that, it's because people are too nice to tell me they aren't interested. Is that the case here?

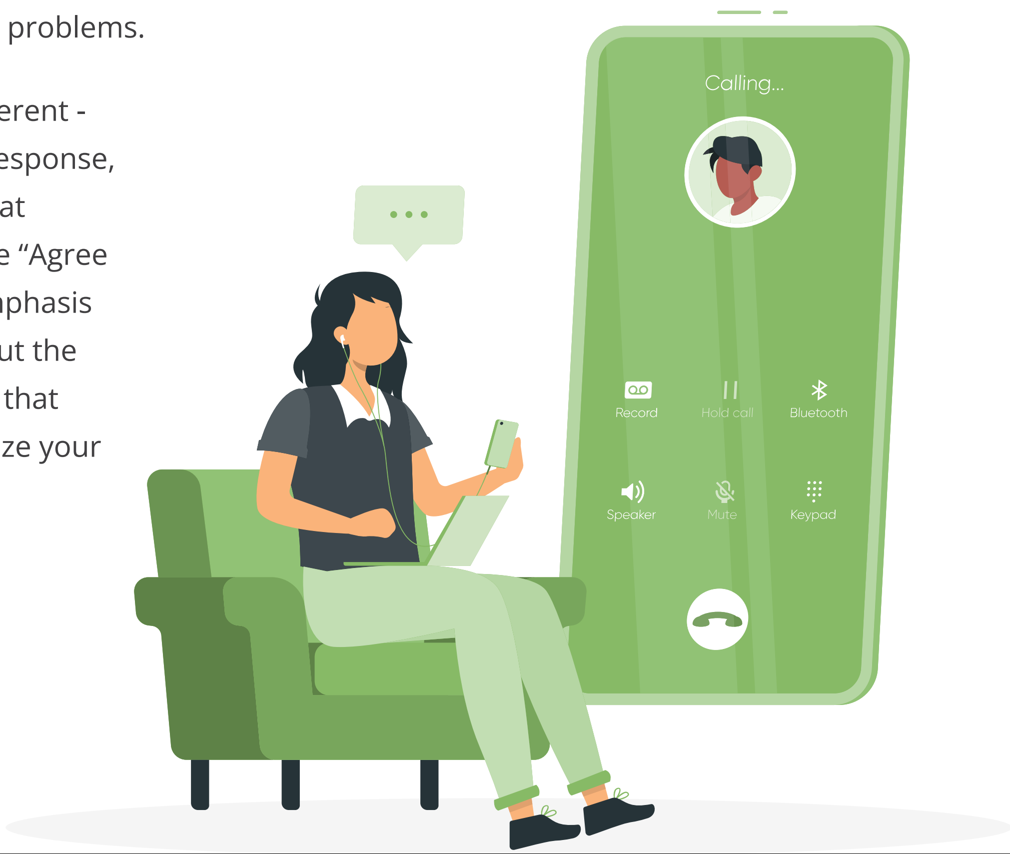
EXAMPLE:

CUSTOMER: We already have a vendor for that.

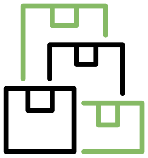
YOU: I thought so. Most companies I talk to already do, but take my call because if that vendor broke down tomorrow, they would be in big trouble! What would you do if that happened to you?

Top reps are looking to overcome multiple objections on the phone, with a smile and courtesy that can't be seen as aggressive or overbearing. Using "Agree & Pivot" allows you to quickly handle each one, but advance the conversation to asking impactful questions focusing on business problems.

Written objections are a bit different - you have time to craft a great response, but likely will only get one shot at eliciting a reply. Utilize the same "Agree & Pivot" philosophy, with an emphasis on the Pivot motion asking about the most painful business problem that persona experiences to maximize your odds of a response.

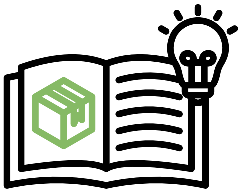


DON’T OBSESS ABOUT



Quantity > Quality

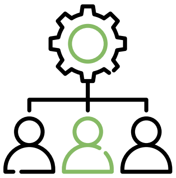
Repetition is key, but not at the expense of executing well. Don’t track volume metrics as your end-all, be-all. It’s important to know your numbers to hit meeting and pipeline goals, but an extra 25 calls to non-ICP companies is worthless. High email volumes will also block your domain from delivery to prospects.



Product Knowledge/Features

Companies want to ramp you up quickly, and from their perspective an important part of that is learning the product.

But establishing good sales habits, understanding why people buy, and building your foundation to execute is FAR more important than mastering product features or technical lingo. The former will help you forever, in whatever role you are in.



Outcomes

Obsessing over outcomes is generally a symptom of being afraid to fail. That leads to desperation. Prospects will hear that in your voice, you will skip over good practices in your written comms, and your overall work and mental health will suffer.

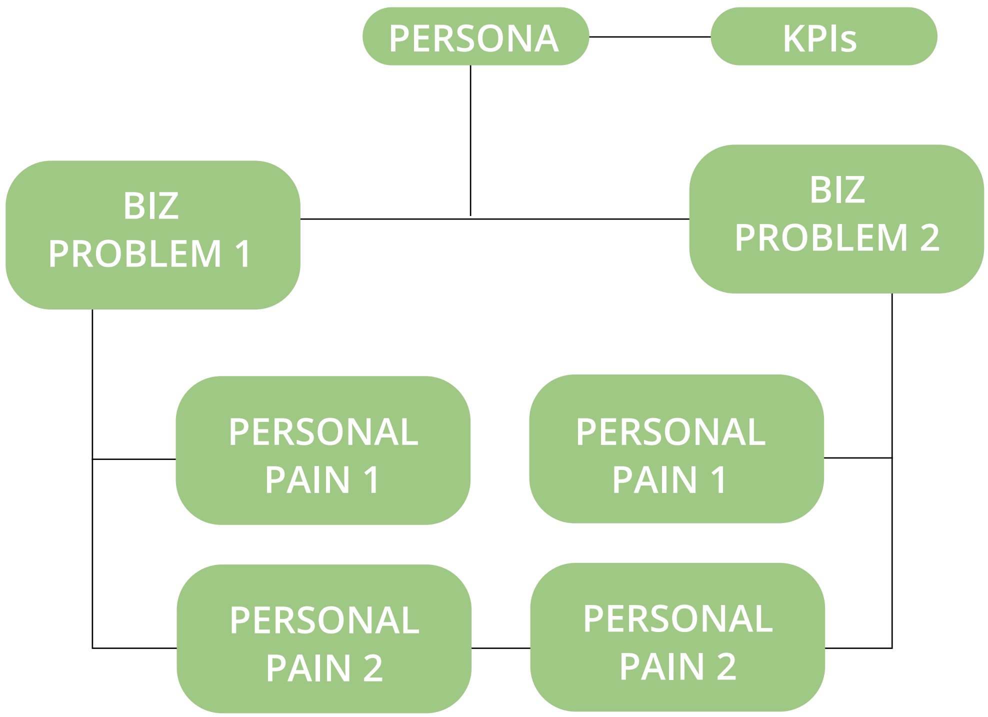
Set goals. If you fall short, don’t panic. Analyze what’s not working, make the adjustment, and go again. Going back to point A, doing more is not the default answer. Look to improve efficiency first. Correcting the messaging on the emails you send is more impactful than sending more emails with an ineffective message.

CONCLUSION

Sales is a fantastic job because anyone can impart their own personality and style on it and be successful. Do that, follow these tips, learn from your most successful colleagues, have fun. Good luck!

1. Understand the Role of Pain
2. Map Your Target Accounts & Personas, Business Problems / Personal Pains
3. Develop Good Messaging Practices
4. Practice Objection Handling

PERSONA MAPPING MATRIX



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