

# How the Best SDR Teams Navigate Uncertain Times

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Sales Development Council  
February 24, 2023

**SCALE**

# Talking Points

- My background, for context
- Our poll: SDR leadership challenges
- Questions and a discussion on ways to address the challenges
- A model for driving sales development's two-fold objective
- A model for driving your sales development strategy



# RALPH BARSI

## **GTM ADVISOR**

Scale Venture Partners

Aircover

Testbox

TopHap

Emitwise

## **INVESTOR**

GTMfund

Latchkey Brewing

## **ALUMNUS**

Tray.io - VP, Global Inside Sales

ServiceNow - Sr. Director, Global Sales Development

Loopio, Hubilo - GTM Advisor

Achievers - VP, Field Operations

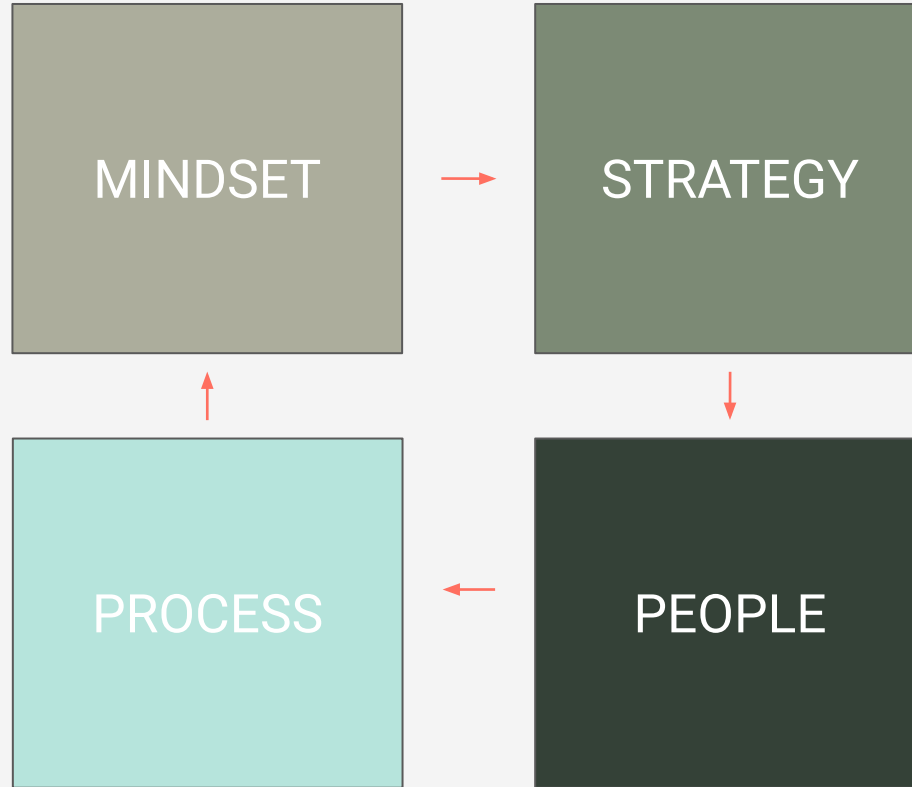
InsideView - Manager, Sales Development

[ralphbarsi.com](http://ralphbarsi.com)

# OUR POLL: SDR LEADERSHIP CHALLENGES

1. Expanding into new markets, verticals, and the enterprise
2. Enablement in a remote work environment
3. Motivating SDRs without a clear career path
4. Creating better content for the marketplace

# REMAIN CALM AND FOCUSED

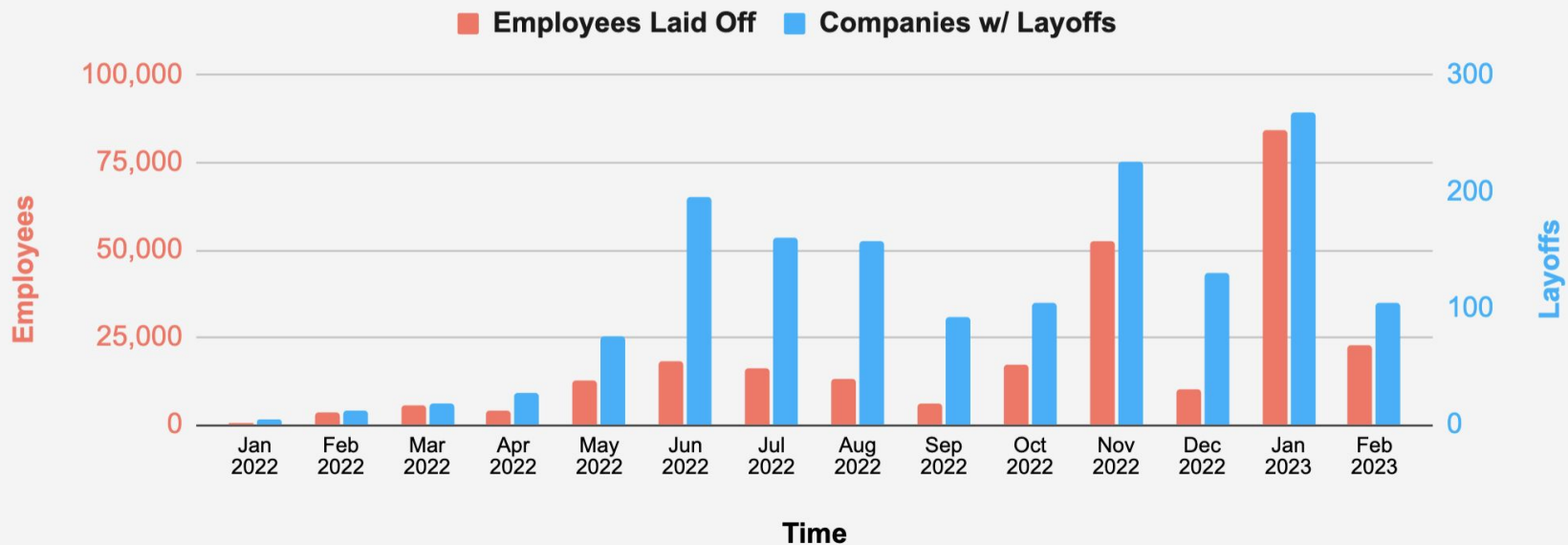


# FEAR, UNCERTAINTY, AND DOUBT! 🤔

About the market, your company, your competition, your team...and yourself

## Tech layoffs in 2022-2023

Source: <https://layoffs.fyi>



# WAYS TO HANDLE THE TURBULENCE

How would you prefer to roll?

## Sheer Panic



## Calm and Cool



# MINDSET

**"Don't anticipate trouble or worry about what may never happen. Stay in the sunlight."** - Benjamin Franklin

**"If you don't like something, change it.  
If you can't change it, change your attitude."** - Maya Angelou


**"Leadership is a matter of having people look at you and gain confidence, seeing how you react. If you're in control, they're in control."** - Tom Landry

**"Set things in order before there is confusion."** - Confucius


**"Use short words, short sentences, and short paragraphs."** - David Ogilvy



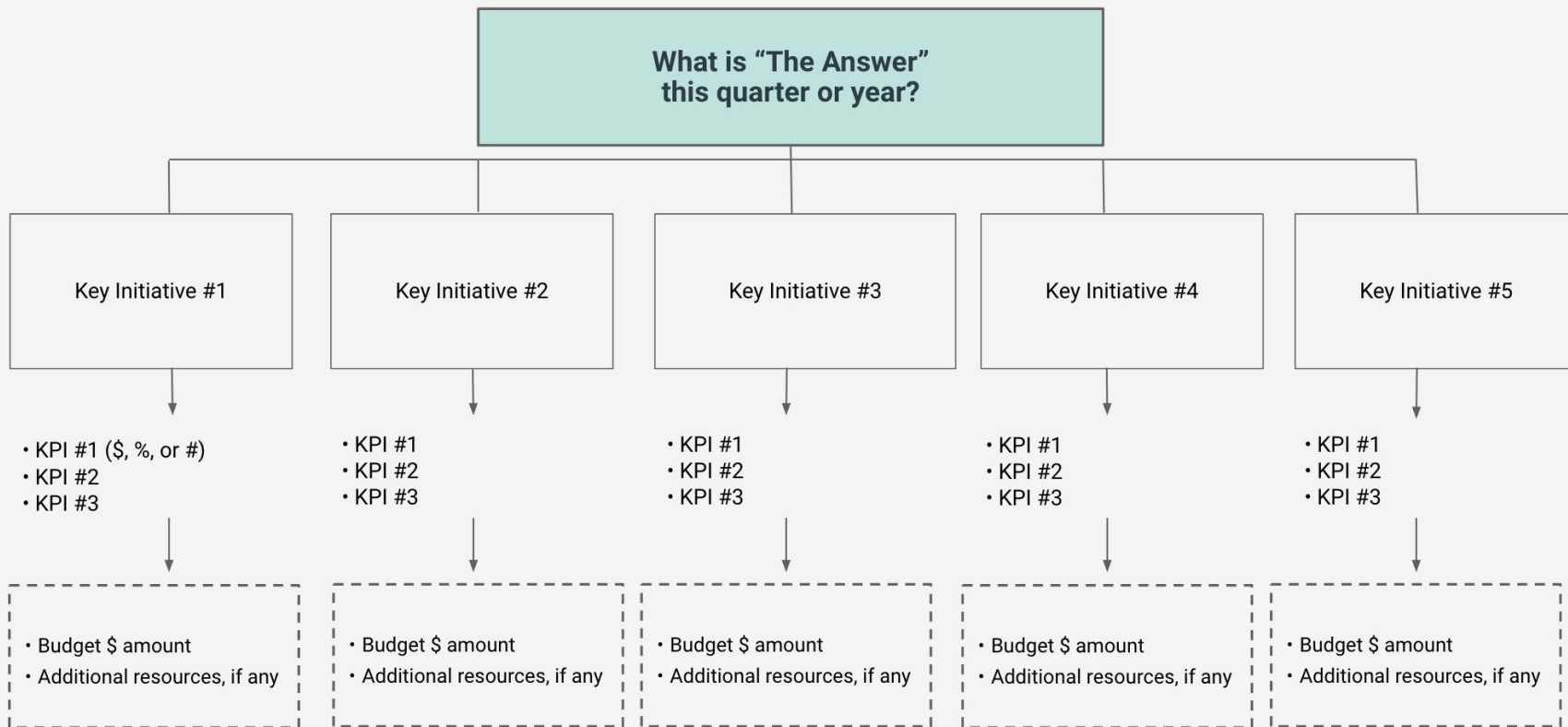
# STRATEGY: FOCUS ON THE TWOFOLD OBJECTIVE

	REVENUE PIPELINE		PEOPLE PIPELINE	
	<u>Inbound</u>	<u>Outbound</u>	<u>Less than 1 Year</u>	<u>Up to 2 Years</u>
STRATEGY				
PROCESS				
PEOPLE				

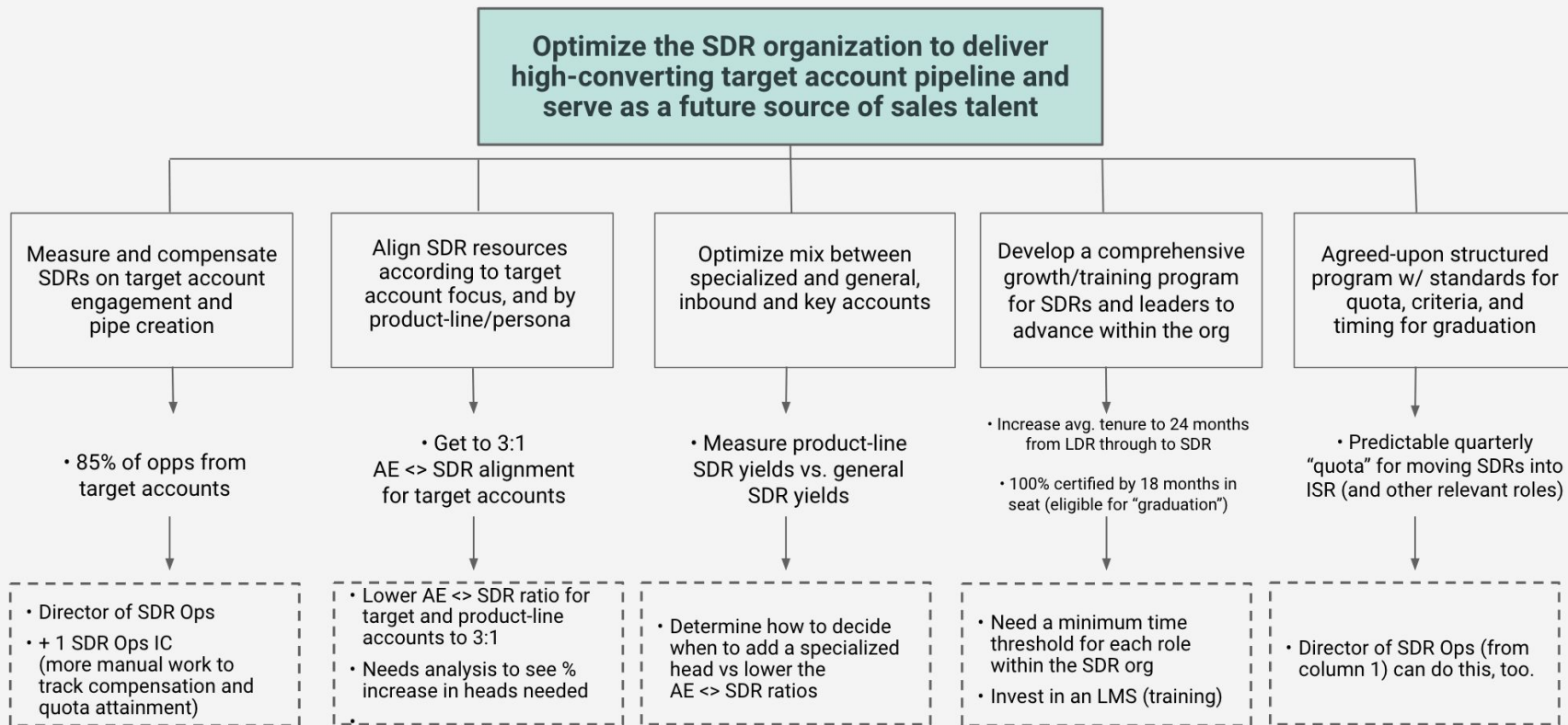
# STRATEGY: KEEP THE PLAN SIMPLE

	REVENUE PIPELINE		PEOPLE PIPELINE	
	<u>Inbound</u>	<u>Outbound</u>	<u>Less than 1 Year</u>	<u>Up to 2 Years</u>
<b>STRATEGY</b> <i>PoPs</i> <i>OKRs</i>	Increase lead velocity Meet SLAs Create Sales Playbook	Land and expand* Employ methodology Adopt ABSD	Hire right Expedite ramp time Improve conversations	Certify sales attributes* Meet w/ hiring managers Draw-up promotion path
<b>PROCESS</b> <i>Systems</i> <i>Formulas</i>	Assign by territory Issue via round-robin Sustain 200 leads/SDR	Feed sales intel Enrich contact data Broker exec intros	Enable onsite & remotely* Own calendars Acquaint w/ use cases	Master SDR remit QBR presentations Run deal start to finish
<b>PEOPLE</b> <i>Leaders</i> <i>Managers</i> <i>Reps</i>	Inbound line manager SDR territory owners SDR by lead source	SDRs by segment Jr & Sr SDRs 1:3 ratios	Introduce to mentor Interlock with Field Reps Meet eStaff	Guest speakers, trainers Association memberships Team Lead Assignments

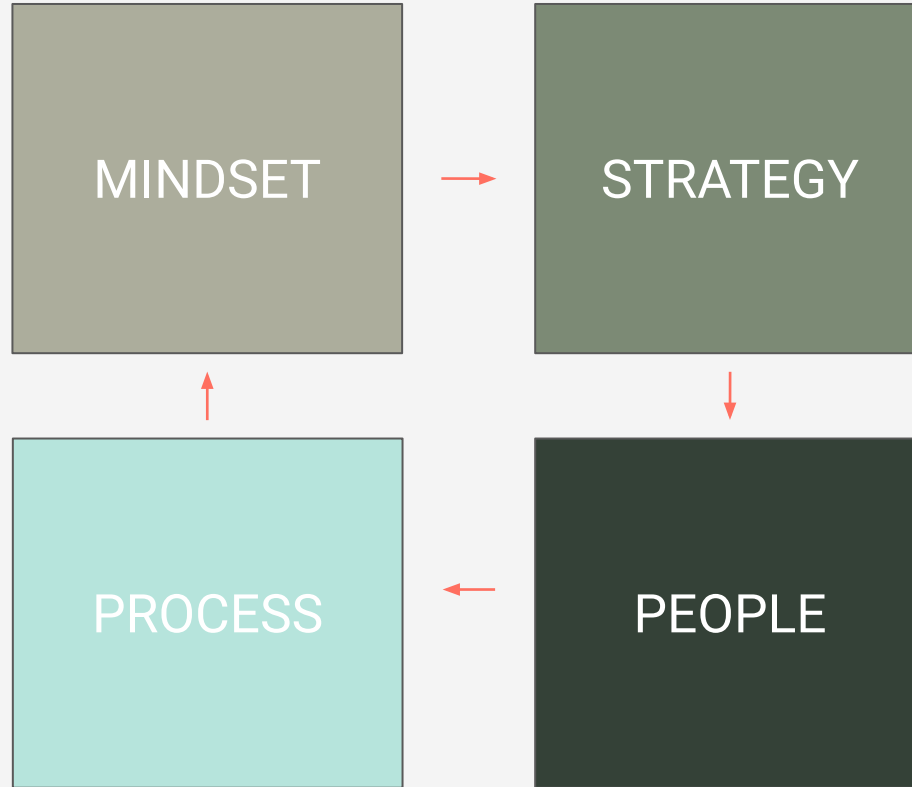
# PEOPLE: AN EFFECTIVE FRAMEWORK



# AN EXAMPLE OF DRIVING THE REVENUE & PEOPLE PIPELINE



**REMEMBER...**



# Thank You

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# SCALE