# Sales Development Framework

The Sales Development Framework provides an overview of the key elements for designing and managing a successful sales development organization.

## Process

☐ PRIORITIZE ┄┄┄► ☐ RESEARCH ┄┄┄► ☐ ENGAGE ┄┄┄► ☐ QUALIFY ┄┄┄► ☐ HANDOFF

**EXECUTION**

### Data

- ☐ Contact data
- ☐ Account demographics
- ☐ Firmographic data
- ☐ Intent data

### Signals

- ☐ Job change alerts
- ☐ Technographics
- ☐ Industry news
- ☐ Press releases / trigger events
- ☐ NPS scores
- ☐ Competitor news
- ☐ Community activity

### Prospecting channels

- ☐ Email
- ☐ Phone
- ☐ LinkedIn messaging
- ☐ Chat
- ☐ Gifting
- ☐ Text
- ☐ Social (Instagram, Tik Tok, etc.)
- ☐ Community

**PEOPLE**

### Enablement

- ☐ Onboarding
- ☐ Industry certifications
- ☐ Sales fundamentals
- ☐ Ongoing training
- ☐ Skill assessments
- ☐ Tool adoption

### SDR Playbook

- ☐ SDR messaging framework
- ☐ Touch pattern design
- ☐ Objection handling
- ☐ Personalization strategy
- ☐ Email templates
- ☐ Qualification questions
- ☐ Time management

### People Management

- ☐ Performance management
- ☐ Coaching & skills development
- ☐ Recruiting strategy
- ☐ Motivation / SPIFFs
- ☐ Manager development
- ☐ Culture & retention
- ☐ Career pathing
- ☐ SDR / AE 1:1s

**OPERATIONS**

### SDR Operations

- ☐ Revenue model
- ☐ Budget
- ☐ SDR organizational design
- ☐ MQL/SQL definition
- ☐ Tech stack management
- ☐ AI co-pilot strategy
- ☐ Dashboards & reporting
- ☐ Coverage model
- ☐ Quota & compensation
- ☐ Account selection
- ☐ Rules of engagement
- ☐ SLAs
- ☐ Alignment with sales, marketing, and operations
- ☐ Data strategy

### Metrics & Optimization

- ☐ Conversion analysis
- ☐ Trend analysis
- ☐ Daily activities
- ☐ Process adherence
- ☐ Quota attainment
- ☐ Account / lead coverage

### Marketing Content

- ☐ Case studies
- ☐ Webinars & digital events
- ☐ Conferences
- ☐ Thought leadership content

**STRATEGY**

### Target Market

- ☐ Ideal customer profile
- ☐ Target account list
- ☐ Stakeholder map

### Messaging

- ☐ Corporate messaging
- ☐ Product overview
- ☐ Value propositions
- ☐ Customer stories
- ☐ Buyer personas
- ☐ Competitive differentiation

SCALE