

# SCALE

## The State of Sales Development

5 Things Impacting SDRs Now

Matt Amundson, Executive in Residence, Scale VP

February 24th, 2023



**We help our portfolio build and  
optimize hyper-growth GTM  
machines**

# The GTM platform leverages our expert network to provide a suite of offerings



Advisory



Content



Educational /  
Networking Events



**GTM  
Network**

Experts in sales and  
marketing across the  
startup growth lifecycle

Salesloft.



HubSpot



Marketo™  
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DocuSign

GitHub



appfolio™

# Today's Speakers



Ralph Barsi  
VP Global Inside Sales,  
Tray.io

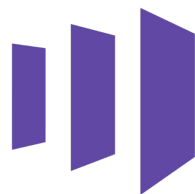


Srinath Sridhar  
Co-Founder & CEO,  
Regie.ai

## About Me ...



*Acquired by Essilor  
for \$430M*



**Marketo™**  
An Adobe Company

*\$1B IPO, Acquired by  
Adobe for \$4.8B*



*Acquired by Vista  
Equity for \$4.3B*



**EVERSTRING**  
A ZOOMINFO COMPANY

*Acquired by ZoomInfo for  
\$100M*

# Why ~~are we~~ am I here?



Craig Rosenberg  
Chief Platform Officer,  
Scale VP




David Belden  
Head of Talent,  
Andreessen Horowitz



Ralph Barsi  
VP Global Inside Sales,  
Tray.io

# Thing #1 - It's Hard Right Now

- Budgets are shrinking
- Layoffs are the norm
- Teams are smaller
- Resources have been reduced
- We need to do more with less



HARD MODE  
ACTIVATED

# Solutions

Let's get back to basics:

1. Intentional multi-channel approach - phone, email & social
  - a. Each channel has bad results
  - b. Combined they yield a 42% higher response rate
2. Re-build and hone your process
  - a. What worked before isn't working anymore? Change it
  - b. Empathetic messaging is working
  - c. Give away more, be specific on what you give
3. Build your SDR teams knowledge base
  - a. Know your buyer
  - b. Know the problem you're trying to solve
  - c. *Lastly* - Know your product (through the lens of your customer)
4. The systems you have were built for this moment
  - a. Are you using SalesLoft to its potential?
  - b. Have you operationalized intent data?
  - c. Do you know when to use the right content?



## Thing #2 - Do More with Less



## Thing #2 - Do More with Less



### Don't

- Scorch the Earth
- Go hunting outside your ICP
- Call/email to hit activity goals
- Waste time on activities not core to booking meetings

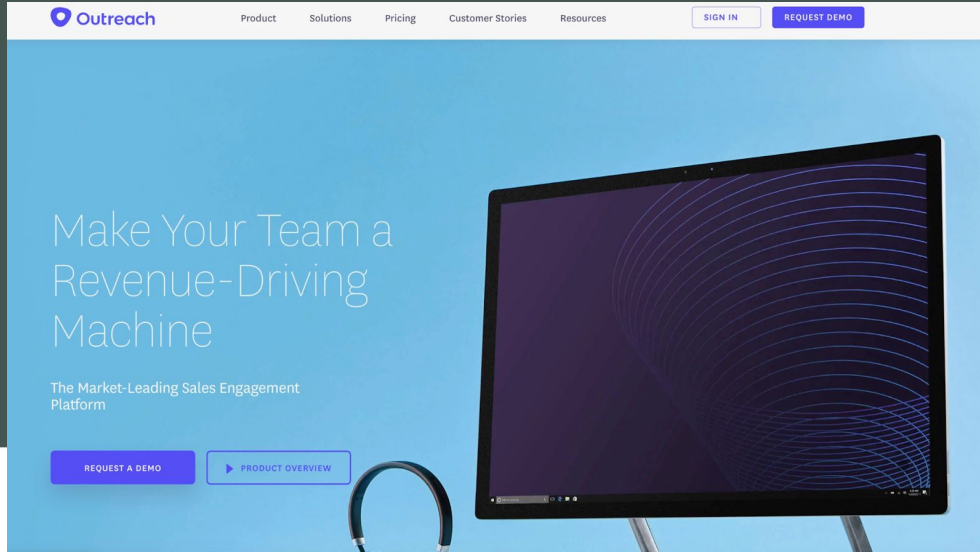
## Thing #2 - Do More with Less

Do

- Narrow your focus to core ICP
- Take extra time pre-call and pre-email to do real research
- Spend more time with product marketing and SEs



# Thing #3 - “Old” Messaging Has to Change



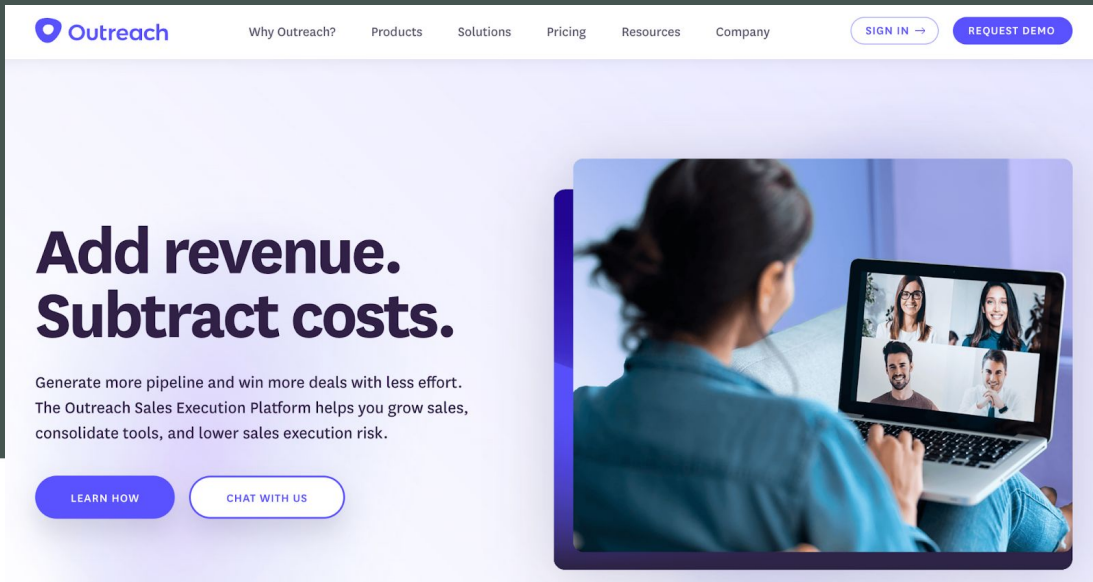
6 Months Ago ...

- Aspirational
- Growth at all costs
- Spend money to make money
- Build for a bigger team

# Thing #3 - “Old” Messaging Has to Change

## Today

- Empathetic
- Grow intelligently
- Reduce costs
- High ROI model
- Increased efficiency



The screenshot shows the Outreach website homepage. The navigation bar at the top includes the Outreach logo, links for 'Why Outreach?', 'Products', 'Solutions', 'Pricing', 'Resources', and 'Company', and buttons for 'SIGN IN →' and 'REQUEST DEMO'. The main content area features a large headline: 'Add revenue. Subtract costs.' Below this, a sub-headline reads: 'Generate more pipeline and win more deals with less effort. The Outreach Sales Execution Platform helps you grow sales, consolidate tools, and lower sales execution risk.' At the bottom of the main content area are two buttons: 'LEARN HOW' and 'CHAT WITH US'. On the right side of the main content area is a large image of a person in a blue shirt looking at a laptop screen displaying a video conference with four participants.

## Thing #4 - Succeeding in Remote Environments





# Solutions

- Resist silos
  - SDR leaders need to spend more time with Sales and Marketing leadership
  - Be open and transparent about what you're seeing and what you need to succeed
- Embrace being the canary in the coal mine
  - SDRs are brand ambassadors, you know how well messaging is resonating
  - Share what's working *and* what isn't working
- Lean on RevOps
  - Leverage the technology you have: data, workflow tools and automation
- Create a dedicated resource to answer SDR questions
  - The number one issue I'm hearing from SDRs/SDR leaders - "I don't know who can answer my questions."
- Utilize Sales Enablement (if you have it)
  - If you don't have Sales Enablement, leverage product marketing for training

## Thing #5 - Generative AI

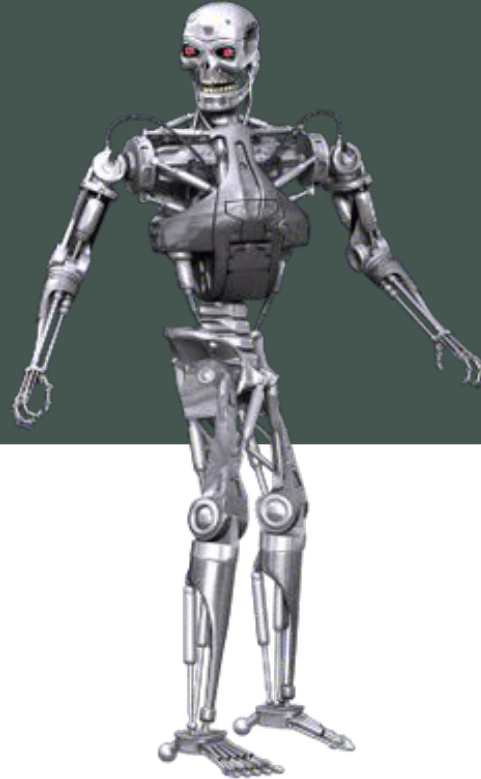




# Thing #5 - Generative AI

## Evil AI

- SDRs creating their own messaging at ChatGPT
- Loss of consistent integrated message
- Confusing your prospects
- Becomes self-aware, initiates nuclear holocaust



## Thing #5 - Generative AI



### Good AI

- Makes good SDRs great
- Is controlled and utilized across your entire GTM team
- Assists with message creation and cadence frequency
- Provides scale to personalization

# Recap

1. It's really hard out there right now ... for your customers.
2. Hunt with spears instead of nets
3. Update your messaging, now
4. Succeed as a team, lose in a silo
5. Leverage AI intelligently to increase efficiency

## Checklist

1. Does my team fundamentally understand our persona and the problem they have, then can we talk about our solution?
2. Are we targeting the right companies and the right personas?
3. Does my team's messaging meet the expectations of my buyers in the current economic climate?
4. Am I partnering with the GTM leaders in my company?
  - a. 1:1's with Sales, Marketing, RevOps and Sales Enablement leaders
5. Do I have a strategy for how to leverage AI to drive efficiency in my organization

# Help is always available

- Scale GTM Platform team is here to help
- You'll make incredible connections today
- Call or email anytime
- Schedule time or a recurring meeting with our team

- My contact information
  - [matt@scalevp.com](mailto:matt@scalevp.com)
  - 310-592-9680