



# HOW TO VALIDATE YOUR STARTUP WITH SDRS



# DEFINING YOUR IDEAL CUSTOMER PROFILE

Your list is your strategy - Build a list for  
market validation.

# MESSAGE BUILDING AND TESTING

Content is king – Know what to say, when  
to change, when to stay.

# WHICH CHANNELS SHOULD YOU USE AND HOW TO USE THEM?

Phone, Email and Linked all matter - SDRs let you know how to approach each channel.



Aside from the most obvious benefit of increased sales, your SDR team has the ability to accurately measure the efficacy of your messaging across all platforms

# FINAL THOUGHTS

SDRs and their prospect interactions are the perfect way to establish your organization's status quo.



**LET US  
KNOW  
WHAT YOU  
THINK**

