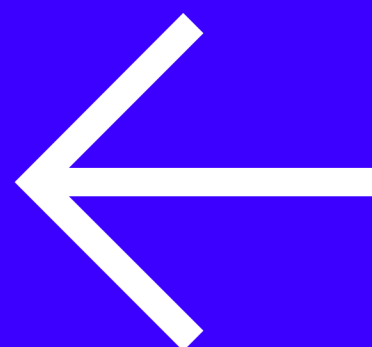




HOW WELL- FUNCTIONING AES AND **SDRS** DO THINGS



Part 1



HERE'S HOW A SALES DEVELOPMENT REP DOES IT



Has conversations
with ideal clients to
confirm who is in market,
out of market and
unqualified.



Sets meetings
with qualified prospects.

Nurtures out of market
prospects, eliminates
unqualified prospects.



Records pointers

from conversation with qualified prospects which can help guide sale.





Shares value
ahead of meetings
to encourage
prospect to attend.



**Confirms
attendance**
ahead of
meetings.





Checks in

post-meeting to see how it went and what learnings can be gained from the sales process.



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