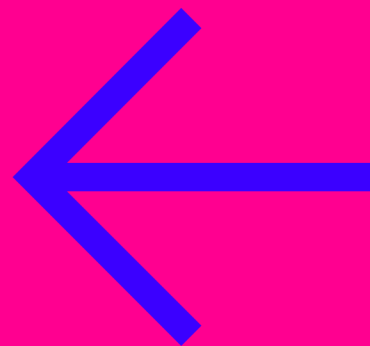




HOW WELL- FUNCTIONING **AES** AND SDRS DO THINGS



Part 2



HERE'S HOW AN ACCOUNT EXECUTIVE DOES IT

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Introduces themselves
to prospects before the
meeting.



Does their research
on the prospect, so that
the meeting is valuable
to them.



Works

with prospect to either guide the sale to a close or keep the relationship until ready.





Updates
SDRs with
outcomes of
meetings.



Regularly runs
education sessions
with the SDR on
what they are
learning from the
prospect and client
conversations.



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