OUR SDR
TRAINING PROCESS

01 CRM Training

02 Campaign Training

03 Battle Cards

04 Pitch Me Sessions

05 Individual Research

06 Continuous Training

07 Frequent Meetings

1. CRM TRAINING

This is handled by our CRM trainer to ensure that our SDRs are fully capable of operating the chosen CRM.

2.
CAMPAIGN TRAINING

This is run by the team leaders with the goal of making our SDRs experts in our clients' products/services.

3. BATTLE CARDS

These have replaced the pitch script. It's a client specific doc that holds all the info an SDR needs to deliver calls in a conversational manner.

It contains personas, competitors and a cold call skeleton with leading questions so the SDRs can fill in the blanks and build confidence in their product and conversation.

4. PITCH ME SESSIONS

The client sells their product to the SDR team - this is a crucial step to ensure that our team fully understands what the client wants to get across to their market.

5.
INDIVIDUAL RESEARCH

The SDRs do their own continuous research on the client's industry as well as on the product/service itself, so that they remain in line with, or even ahead of, the curve.

6. CONTINUOUS TRAINING

The SDRs attend regular training sessions with the SDR management team to evaluate their performance and gain feedback/advice from the team.

7. FREQUENT MEETINGS

We meet with clients once a week (SDRs only) & biweekly (Account Managers) to make sure we're all pointed in the right direction.

This process also helps us to continue refining the script based on SDR feedback (the objections they experienced & data gathered from leads).