



UNDERPERFORMING SDR CAMPAIGN?

Here's how to turn it around:



1.

CHECK YOUR CONNECT RATES

Are your SDRs having enough conversations? Your minimum connect rates should be 10%.



2.

CHECK LEAD SOURCES

Are your SDRs focused on the best leads first?



3.

CHECK SDRS

Are your SDRs educated as to their buyer, message, goal, process?



4.

CHECK CONTENT

Is your content engaging and relatable?





Happy Selling!

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