

**THE MOST  
IMPORTANT STATS  
IN ANY SDR  
CAMPAIGN**

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# HOW MANY CONTACTS CAN ONE FULL TIME SDR WORK THROUGH IN A GIVEN MONTH?

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1 FT SDR can work through around 500 contacts per month. This helps you track if SDRs are giving leads enough attention and if you're going to come to a capacity issue.





# HOW MANY CONTACTS OF A GIVEN SOURCE NEED TO BE PROVIDED TO AN SDR TO SET A QUALIFIED MEETING?

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This allows for Marketing to work closely with SDRs to prioritise their focus on higher converting leads.



# MEETING SHOW RATE = HOW MANY MEETINGS SHOW OF THOSE THAT ARE SET?

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We aim for 70% as a benchmark.  
If meetings aren't showing, there's  
a chance that they're being forced,  
booked too far in advance or that life  
just got in the way.



# HOW MANY MEETINGS HELD BECOME A SALES ACCEPTED LEAD / OPP?

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This allows SDRs to work closely with  
Sales teams on refining the ICP.

