

Inbound SDR

Best Practices

Executive Overview

Things to Know

- Inbound SDR's role is to qualify inbound marketing leads
- Sales roles need specialization (Inbound, Outbound, AE)
- Immediately contact marketing leads for best chance to qualify
- Need 7-13 touches to connect with most leads
- Pass qualified leads to AE, otherwise send back to marketing

What is an Inbound SDR?

Role & Expectation

- Inbound Sales Development Rep
 - Also known as Lead Gen Reps or Business Development Reps
- Inbound SDRs pass the baton from marketing to sales⁶
- Inbound SDR's Role:
 - Reach the Lead – Through Predefined Cadence
 - Overcome Objections – Provide Resources or Answer Questions
 - Qualify Them – Using BANT/ANUM/FAINT Process
 - Connect with AE – Smooth Handoff to Account Executive

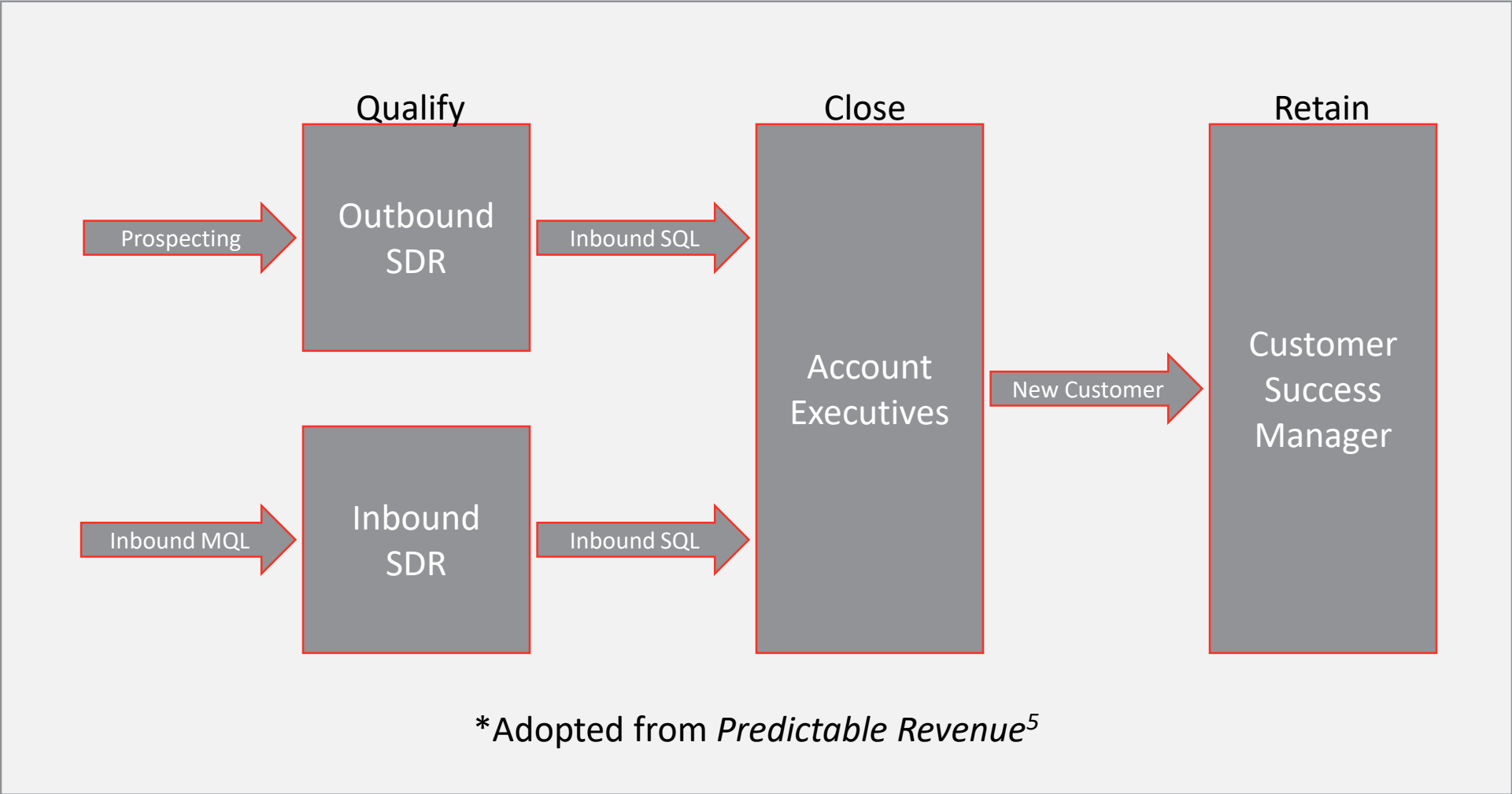
Specialized Sales Roles

Why Use Inbound SDR?

- When lead flow justifies it:
 - Inbound SDR should be separate from Outbound SDR (outbound prospecting) and Account Executives
- Inbound SDR require more product knowledge than Outbound
 - 67% of Buyers journey is done digitally⁷
 - Must move lead from Interested → Evaluating
- Account Executive specialize in winning opportunities
 - Cost structure is too high be qualifying leads
- Marketing automation:
 - More efficient lead qualification, but not a replacement

Specialized Sales Roles

Workflow



When to Contact?

Immediately!

- The odds of *contacting* a lead if called in 5 minutes are **100 times higher** versus 30 minutes.³
- The odds of *qualifying* a lead if called in 5 minutes are **21 times higher** versus 30 minutes.³
- Firms that tried to contact potential customers within an hour of receiving a query were nearly **7 times** as likely to qualify the lead⁸

How Many Times to Contact?

Be Pleasantly Persistent

- **7-13 touches** to get meaningful conversation¹⁰
 - Touch Type: Email, Phone Call, Voicemail, Social Media
- 44% of salespeople give up after one follow-up¹¹
- 80% of sales require five follow-ups¹¹
- 12-15 touches in well-established sales cadences

Is the Lead Sales Ready?

FAINT Framework

- **Funds** – Does the lead work for a company that is large enough to purchase your solution?
- **Authority** – Does the lead have authority to buy, or access to the person who does?
- **Interest** – Were you able to generate interest from the lead?
- **Need** – Has the lead identified a pain that you can solve?
- **Timing** – Does the lead have intent to purchase and a timeframe to do so?

What to do with MQL?

Establish SLA

- Round Robin assignment to Inbound SDR team
- Inbound SDR begins appropriate cadence
- Inbound SDR qualifies lead as
 - Immediate Interest: Create Opportunity and pass to AE
 - Budgeting for Future Purchase: Schedules follow up task and lead goes on a nurture campaign
- If lead is unqualified its goes back to marketing
- If not qualified after 30 days it is marked as unqualified and goes back to marketing

13 – Touch Cadence

Inbound – Contact Us MQL

Day	Day 1	Day 2	Day 3	Day 5	Day 7	Day 10
Cadence	Phone Call 1	Phone Call 2	Phone Call 3	Phone Call 4	Phone Call 5	Phone Call 6
	Voice Mail 1		Voice Mail 2			Voice Mail 3
	Email 1		Email 2		Email 3	Email 4
Sample Days	Mon	Tue	Wed	Fri	Tue	Fri

- If lead becomes MQL from a Contact Us form then follow this cadence

15 – Touch Cadence

Inbound – Lead Score MQL

Day	Day 1	Day 3	Day 5	Day 9	Day 13	Day 18
Cadence	Phone Call 1	Phone Call 2	Phone Call 3	Phone Call 4	Phone Call 5	Phone Call 6
	Voice Mail 1	Voice Mail 2	Voice Mail 3			Voice Mail 4
	Email 1	Email 2	Email 3		Email 4	Email 5
Sample Days	Mon	Wed	Fri	Thu	Wed	Wed

- If lead becomes MQL from downloading content, or lead score, then follow this cadence

Email Templates

Initial Email²

Hi [contact name],

I saw that you recently [visited our website, downloaded a piece of content, filled out a form, etc.]. I hope you found this resource useful.

Since you are interested in [this topic], you may also want to check out these resources:

- [Link to blog post, download, video, etc.]
- [Link to blog post, download, video, etc.]

I'd love to discuss [this topic] with you further and give you some insights into how we help companies like yours solve [this challenge].

Do you have time to connect for a quick call on [date and time]?

Hope to hear from you,

[your name]

Email Templates

Follow Up Email²

Hi [contact name],

I'm writing to follow up on my previous [email and/or voicemail], as I haven't heard back from anyone on your team.

If you are still interested in [your product/company/topic], can we schedule 10 or 15 minutes to chat? How does [date and time] work for a short phone call?

Cheers,

[your name]

Email Templates

Break Up Email⁹

Hi [contact name],

I've been trying to connect with you over the last couple weeks and have not heard back from you. I know you are busy, but to make it easy on you can reply with a simple key stroke.

Just reply with either A, B, C, D, or E and I'll know what to do, but please do reply so that I can stop emailing you if you're not interested.

- A. Stop emailing me with attempts to connect but continue to send invites for events.
- B. Don't send me anything, remove me from your list. We don't currently and won't ever need your help.
- C. I want to talk, we need some help, but the timing isn't right. Keep trying.
- D. I would like to schedule a time to talk. We need some help. Please send your calendar link.
- E. I forgot who you are. What's this about?

Please Advise,

[your name]

Additional Resources

With Links

1. InsideSales.com – Cadence Template: <https://www.insidesales.com/wp-content/uploads/2016/09/Sales-Cadence-Templates.pdf?f4bf21&f4bf21>
2. Hubspot - 12 CRM-READY SALES EMAIL TEMPLATES TO SEND TODAY: <https://www.hubspot.com/sales/crm-ready-sales-email-templates>
3. LeadResponseManagement.Org – LRM Study: http://www.leadresponsemanagement.org/lrm_study
4. Craig Rosenberg – Topo Blog: <http://blog.topohq.com/proven-framework-successful-sales-development-team/>
5. Aaron Ross – *Predictable Revenue*: <http://predictablerevenue.com/>
6. Marketo – The Definitive Guide to Sales Lead Qualification and Sales Development: <https://www.marketo.com/definitive-guides/sales-lead-qualification-and-sales-development/>
7. SiriusDecisions – 67 Percent: <https://www.siriusdecisions.com/blog/three-myths-of-the-67-percent-statistic>
8. Harvard Business Review - The Short Life of Online Sales Leads: <https://hbr.org/2011/03/the-short-life-of-online-sales-leads>
9. Hubspot – Sales Follow Up Emails: <https://blog.hubspot.com/sales/sales-follow-up-email-free-email-templates>
10. Beasley Direct - Why It Takes 7 to 13+ Touches To Deliver a Qualified Sales Lead: <https://beasleydirect.com/deliver-qualified-sales-lead-part-1/>
11. Hubspot - 107 Mind-Blowing Sales Statistics That Will Help You Sell Smarter: <https://blog.hubspot.com/sales/sales-statistics>