

Two- Day Sales Development Program Executive Workshop

Our **Two-Day Revenue Fusion³ Sales Development Program Executive Workshop** is designed using our best practices learned from decades of building and rebuilding sales development programs. Your instructors collectively have designed, implemented, or managed over fifty sales development, appointment setting, and inside sales programs. Our workshop modules are designed and taught by our multi-disciplinary team, covering processes, technology, and people.

Instructors

Our trusted management team has collectively designed, implemented, or managed over fifty 50 revenue growth programs – SDR Programs, Appointment Setting Programs, and Inside Sales Programs.

- [Bob Gomes](#), Managing Partner, Chief Executive Officer, Revenue Fusion3
- [Bonnie Rodden Schapman](#), Partner, Chief Revenue Officer, Revenue Fusion3
- [Alan Brooks](#), Partner, Chief Marketing Officer, Revenue Fusion3

The team worked together for fifteen years growing companies from concept to successful exit by applying deep expertise in value creation, from the sharpening of business strategies to reimagining customer engagement and retention.

As the CEO, VP of Business Development, and VP of Marketing of RenewData, we grew the business from a start-up to a company with 300 clients and revenue of \$30M in four years, and a ranking of #135 on the INC 500 Fastest Growing Companies. The SDR Program was a major factor driving the rapid growth of revenue.

What You Will Learn

- The roles and responsibilities of the people and departments essential to building and managing a successful sales development program
- Best practices for recruiting, onboarding, and training new sales development representatives
- How to connect with your buyers using targeted outbound and inbound programs, as well as empowering sales with the tools and training they need to succeed
- The tools and metrics required to manage a successful sales development program

Who Should Attend

Sales and marketing leaders and senior executives who want to learn how to maximize sales performance by developing and implementing an efficiently run sales development program

- VP/SVP/EVP of Sales
- VP/SVP/EVP of Business Development
- Director/Manager of Sales Development
- VP/SVP/EVP of Marketing
- Chief Revenue Officer (CRO)
- Chief Marketing Officer (CMO)
- Chief Executive Officer (CEO)
- VP/Director of Sales Operations

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What Is Included

- Participation in the two-day workshop
- Bound copies of the training materials
- Examples of worksheets, playbook, and checklists to use in your program
- A one (1) hour complimentary post-workshop coaching call

Schedule

Day 1

TIME	DURATION	TYPE	TITLE	SUBTITLE
9:00 am - 9:30 am	0:30	Check-in		
9:30 am - 10:00 am	0:30	Welcome	And Away We Go!	Welcome and Introductions
10:00 am - 11:00 am	1:00	Session	Where the Rubber Meets the Road	Aligning Your Organization's Sales Strategy with SDR Program Objectives
11:00 am - 11:15 am	0:15	Break		
11:15 am - 12:30 pm	1:15	Session	Beam Me Up Scotty	Sales Development Technology
12:30 pm - 1:00 pm	1:00	Lunch		
1:00 pm - 2:15 pm	1:15	Session	The Glengarry Leads	Lead Acquisition and Management
2:15 pm - 3:00 pm	0:45	Session	How to Fall Out of a Boat and Hit Water	SDR Program Marketing Content
2:45 pm - 3:00 pm	0:15	Break		
3:00 pm - 4:00 pm	1:00	Session	From 0 to Opportunity	The SDR Pipeline
4:00 pm - 5:00 pm	1:00	Session	What Gets Measured, Gets Managed	SDR Metrics

Day 1

TIME	DURATION	TYPE	TITLE	SUBTITLE
9:00 am - 9:30 am	0:30	Check-in		
9:30 am - 11:00 am	1:30	Session	SDR Rockstars Already Have Jobs	Effectively Recruiting and Hiring SDRs
11:00 am - 11:15 am	0:15	Break		
11:15 am - 12:00 pm	1:15	Session	Oh, the Places You Will Go	Onboarding and Training SDRs
12:00 pm - 12:30 am	1:00	Lunch		
12:30 pm - 2:00 pm	1:30	Session	"Only perfect practice makes perfect." Vince Lombardi	Monitoring and Coaching SDRs
2:00 pm - 2:15 pm	0:15	Break		
2:15 pm - 3:45pm	1:15	Session	The Nuts and Bolts of SDR Program Management	Managing Your SDR Program
3:45 pm - 4:30 pm	1:15	Round Table		

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Workshop Modules

Where the Rubber Meets the Road

Aligning Your Organization's Sales Strategy with SDR Program Objectives

This module covers best practice recommendations for aligning your organization's sales and marketing strategy with SDR Program objectives. Topics include:

- Strategy
- Objectives
- Structure
- People
- Processes

Beam Me Up, Scotty

Sales Development Technology

This module covers the essential technologies to build your SDR technology stack based upon the maturity of your SDR organization, including hot technologies like video prospecting and artificial intelligence (AI). Topics include:

- SDR technology trends
- The SDR technology stack
- Buying resources

The Glengarry Leads

Lead Acquisition and Management

Data quality is a cornerstone for SDR program success. Like in the classic sales movie Glengarry Glen Ross, old leads are, well, old. New leads tend to be cleaner, unbeaten, and are an investment in future sales. This module covers best practices for sourcing and managing lead data. Topics include:

- Types of b2b lead sources
- Requirements
- Segmentation
- Purchasing
- Managing lead usage, quality, and decay

How to Fall Out of a Boat and Hit Water

SDR Program Marketing Content

How many prospecting emails do you receive that you automatically delete? Your prospects are likely doing the same to the emails from your company. This module covers messaging, emails, and voice scripts for each step in your outbound cadence. Topics include:

- Prospects/personas
- Messaging – email

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- Messaging – phone talking points
- Messaging – voice mail scripts

From 0 to Opportunity

The SDR Pipeline

The SDR pipeline is used to plan and forecast lead development by your SDR team. Regardless if your SDR program focuses on scheduling meetings with qualified prospects or developing qualified opportunities, each lead has a lifecycle within the SDR pipeline. Topics in this module include:

- Processes, metrics, and workflows
- Managing lead lifecycle from prospecting, recycling, nurturing, and end-of-life

What Gets Measured, Gets Managed

SDR Metrics

This module covers the metrics, reporting, and forecasting to measuring the SDR behavior and performance using sample models developed and used by our team. Topics include:

- Metric definitions
- Data collection
- Forecasting factors

SDR Rockstars Already Have Jobs

Effectively Recruiting and Hiring SDRs

Recruiting and hiring high performing Sales Development Representatives in a highly competitive market. This module includes industry standard SDR compensation recommendations. Topics include:

SDR compensation plan

- The market rate for SDRs
- On Target Earnings (base, incentive)
- Variable incentive compensation factors
- Plan aligned with measurable performance

Out-recruit the competition

- Job Description and functions designed to attract viable candidates
- Sourcing qualified candidates

Interviewing candidates

- Viable candidate attributes
- Phone interview screening questions
- On-site interview questions
- Written communication sample
- Sales role-playing
- Assessing viable candidates

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Oh, the Places You Will Go

Onboarding and Training SDRs

New SDRs, depending upon their prior skills and experience, typically need three to four months following a structured onboarding and training plan before achieving full productivity. This module includes a sample training program and proficiency tests. Topics include:

- Sales methodology and skills
- Teaching your new SDRs about your market, your company, your competitors
- Effectively using your messaging and marketing materials
- Gaining proficiency with your SDR processes and technology stack

"Only perfect practice makes perfect." Vince Lombardi

Monitoring and Coaching SDRs

This module covers our best practices for SDR coaching, including a sample coaching form and how to properly use it to improve productivity. Topics include:

- Why coaching is important
- Coaching A, B, and C players
- When and how to use group coaching versus one-on-one coaching

The Nuts and Bolts of SDR Program Management

Managing Your SDR Program

This module covers how to manage your SDR program. Topics include:

- Role of senior management
- Hiring and supporting your SDR program leaders