

# The Best Sales Development Teams Ask These Questions (and Many More)

## Leaders

### *On People*

How do I attract and hire the best talent?  
How diverse is our team? If it's not, what am I doing about it?  
How can I bolster our team's brand (internally and externally)?  
How do I maintain a culture of engaged employees?

What are effective ways to motivate and inspire our reps?  
How well do I drive the team's behavior and execution?  
Why do reps want to work for me, in particular?

What value do I add to the organization?  
How can I influence referrals to our team?  
How solid is the career path I've developed for our reps?

How high are my standards of performance?  
Are my standards clear to the team?  
How well do I illustrate those standards?  
How do I lead by example?  
Who is my successor?

# The Best Sales Development Teams Ask These Questions (and Many More)

## Leaders

### *On Process*

How can I drive consistent volumes of high-quality leads for the team?

How can I ensure reps -

- quickly follow-up on leads?
- adhere to SLAs (Service Level Agreements)?
- convert a higher percentage of leads?

What are the ideal answers we -

- want from prospects?
- want to provide prospects?

What do our buyer personas and / or ideal customer profiles look like?

How do I onboard reps so they ramp faster and add value sooner?

What are our 10 most effective emails, opening lines, and words?

What specific steps does Demand Gen take to market to our target accounts?

# The Best Sales Development Teams Ask These Questions (and Many More)

## **Leaders**

### *On Tools and Technology*

What are our key performance indicators (KPIs)?

What are our top lead and lag measures?

What tools are represented in our tech stack?

How do I monitor the proliferation of sales development apps?

What is our process for evaluating tools and technology?

Who are the key stakeholders needed to buy new tools?

What tools can we not live without?

What tools can we live without? Why are we paying for them?

How do we know the tech stack is optimally used by our team?

## The Best Sales Development Teams Ask These Questions (and Many More)

### Reps

#### *On Professional Development*

Do I want to pursue sales as my career? Why?

Where can the marketplace (prospects) learn more about me?

Can people see my work anywhere online?

How good am I at writing down my goals every single day?

How am I measuring my progress?

How do I become the best at my craft?

What am I doing every day to serve the marketplace?

What do I do outside of work to shape my brand and reputation?

How great is my attitude?

What are my goals? Short-term, mid-term, and long-term?

Who do I want to emulate or model in my career?

What skills and competencies do I need to work on?

How can my boss or mentor or peers help me improve?

## The Best Sales Development Teams Ask These Questions (and Many More)

### Reps

#### *On Inbound Lead Qualification*

How many leads do I own?

On average, how new or old are the leads I own?

What are the statuses of my leads? (Open, Engaged, etc.)

What are the sources of my leads? (Website, Event, etc.)

Are there duplicates? Do any of them look familiar?

How well have I qualified your leads?

What are my conversion rates from lead-to-opportunity?

What are my conversion rates by lead status?

What relevant info about the lead can I mention in my response?

How can I best start the conversation? What's my opening line?

What do I want to accomplish with this lead?

Have I really tried to reach this person?

## The Best Sales Development Teams Ask These Questions (and Many More)

### Reps

#### *On Outbound Prospecting*

What are the Top 10 companies or people I must reach?  
Why are they in the Top 10?

How can I have an in-person conversation with my top prospects?  
Have I attempted to reach them once or 25 times?  
How much am I willing to tactfully persist?

Why would prospects want to speak with me at this moment?  
How well do I know my territory, vertical, and suspect-prospect mix?  
How strong are the relationships between my account executives and me?  
Do I add value to their work? Do I contribute to their revenue pipeline?

How often do I look for and model best practices?  
Who do I know that knows someone in this account? Can they broker an introduction for me? How will I thank them? What can I do for them?  
Can I truly get to anyone if I'm determined?

# The Best Sales Development Teams Ask These Questions (and Many More)

## Executive Leadership / The Business

Why do we go to market (GTM)? How will SDRs benefit the GTM effort?

Why does the market need our product or service?

What are our goals, priorities, and desired outcomes?

How do we solve our customers' business problems?

What exactly is our solution?

What is our average sales price?

What is our mix of inbound vs. outbound? Is it a healthy mix?

Why can't every prospect respond to our emails and calls?

How do we repeatedly attract new business?

How do we determine the size and structure of our team?

How can our team minimize the average sales cycle?

How can our team maximize the average sales price?

How can the business ensure reps progress in their careers?

How do we differentiate our approach from everyone else?

How do we build a repeatable, scalable revenue pipeline?

How do we continue to find and retain exceptional reps?