THE SDR ACADEMY
PROSPECTUS

THE SDR ACADEMY
CONTENTS

OVERVIEW OF SESSIONS

- COLD CALLING
- COMMUNICATION SKILLS
- RESEARCHING PROSPECTS
- CONSULTATIVE QUESTIONING (DISCOVERY)
- LINKEDIN SALES NAVIGATOR
- PRESENTATION SKILLS
- HANDLING OBJECTIONS
- COMMERCIAL KNOWLEDGE
- WRITING COLD EMAILS
- MINDSET
- UTILISING VIDEO & VOICENOTES
- STORYTELLING AND CREATING VALUE
- BUILDING SEQUENCES
- BUILDING PROSPECTING DATA
- SALES TECH LANDSCAPE
- GETTING THROUGH GATEKEEPERS

EXAMPLE: QUARTERLY LEARNING CYCLE

WEEK 1

	SESSION
AM Session	• **UNDERSTANDING YOUR TARGET MARKET** During this session, SDRs will gain insights into the crucial role played by data in achieving success. They will be equipped with the knowledge to locate and construct their own qualified prospect data, while also being challenged to consider segmentation and explore the available tools that can aid in comprehending their target prospects.
PM session	• **TIME MANAGEMENT – UNLOCKING MORE TIME FOR SELLING** According to HubSpot, the typical SDR allocates less than half of their work hours to actual selling. We assist SDRs in realising the potential to dedicate over 90% of their time towards selling and guide them on how to achieve it effectively.

WEEK 2

	SESSION
AM Session	• **PRESENTATION SKILLS – HOW TO DELIVER A KILLER PRESENTATION** The sessions for Week 2 are combined. During the morning session, students will engage in discussions and learn how to create an effective presentation, while exploring the factors that create a memorable and impactful experience for the audience.
PM Session	• **ACTION BASED LEARNING – BUILD A DELIVER YOUR OWN PRESENTATION** In the afternoon session of Week 2, you will create and deliver a presentation to your peers. Throughout this exercise, you will receive constructive feedback and coaching to enhance your skills and confidence.

WEEK 3

	SESSION
AM Session	• **UTILISING STORYTELLING TO CREATE VALUE IN SALES DISCUSSIONS** Storytelling is a powerful tool in sales conversations. Learn how to leverage it to build rapport, earn trust and establish credibility, and highlight examples of your clients' success as case studies.
PM Session	• **PRE CALL/MEETING PREPARATION – GATHERING EVERYTHING YOU NEED TO KNOW ABOUT YOUR PROSPECTS** The more you know about a prospect, the better prepared you will be. But, spending hours on research can be impractical. In Week 3, you'll learn how to efficiently gather all the necessary information about your prospect before a call or meeting.

WEEK 4

	SESSION
AM Session	• **USING LINKEDIN AS A SALES TOOL** LinkedIn can be one of an SDRs most important tools. Learn how to avoid wasting time on the platform, and understand how to leverage it effectively to enhance your pipeline.
Lunchtime Session	• **UNDERSTANDING THE SALES TECHNOLOGY LANDSCAPE** Sales Tech has evolved at an incredible speed in recent years. But what is worth investing in? You will learn what tools can really help you go faster, and how you can combine them to multiply your productivity and results.
PM Session	• **WRITING KILLER COLD EMAILS** Learn how to improve your email open and reply rates by standing out in today's crowded digital space. You will gain valuable insights into copywriting skills and creative ideas that will help you craft compelling subject lines for your prospecting emails. By the end of the session, you will have a better understanding of how to effectively communicate with your prospects and increase the chances of receiving a response.

WEEK 5

	SESSION
AM Session	• **UNDERSTANDING BUYER PERSONAS** You may have 10 or more people involved in a buying decision, each with their own agenda, interests and priorities. To effectively reach out to this varied group, it is crucial to craft messaging that resonates with their individual needs. You will learn how to tailor your approach to suit the specific buyer persona you are targeting, enabling you to improve your chances of success.
PM Session	• **PITCH & TONE – HOW YOUR VOICE PLAYS A CRITICAL ROLE IN BUILDING CREDIBILITY** The way you use your voice can often hold more significance than the actual words you speak. In this session, you'll discover innovative techniques for using your voice as a tool. This is a thought-provoking session that will really get you thinking about how you sound!

WEEK 6

	SESSION
AM Session	• **BUILDING YOUR COMMERICAL KNOWLEDGE – THE 101s OF RUNNING A BUSINESS** As an SDR, your ability to understand how a business operates across all functions will be a differentiator. Commercial acumen can be the difference between earning your prospect's trust, or not, so this session will help sharpen your knowledge about how a business operates.
PM Session	• **THE SALES METHODOLOGIES THAT HIGH PERFORMING SALES TEAMS USE** MEDDICC, BANT, CHALLENGER, Miller Heiman – There are many sales and qualification methodologies, but why do they exist, which ones work, and how can you apply them to your outreach? This session provides insight into their purpose, effectiveness, and application to outreach.

WEEK 7

	SESSION
AM Session	• **BUILDING RESILIENCE** It's a well-established reality that for SDRs, being able to bounce back from setbacks and cope with rejection is crucial to achieving success. Your mindset plays a pivotal role in this, and it's therefore essential to cultivate resilience deliberately. During this session, you will gain insight into how to develop and enhance your resilience.
PM Session	• **UNDERSTANDING KPI'S – THE KEY METRICS THAT ACTUALLY MATTER IN SALES OUTREACH** The best sales people know their numbers. It's a fact. But, there are so many metrics that underpin the sales process. This session will teach you which ones really count, and how they influence each other.

WEEK 8

	SESSION
AM Session	• **COLD CALL – LIVE COACHING** Hear real examples of the good, the bad and the ugly, of cold calls and refine your active coaching and self-assessment skills. In this session you will listen to real cold calls and collaborate with your peers to offer feedback and coaching on those calls.
PM Session	• **A DAY IN THE LIFE OF AN SDR** Procrastination can often be the SDRs biggest productivity killer. So, how can you structure your time and your day to ensure you add the most value to your business? How much time do you spend researching? How much focus do you put into each channel? And how do you maximise every minute of the day? This session tells all.

WEEK 9

	SESSION
AM Session	• **UNDERSTANDING THE FULL SALES CYCLE AND CUSTOMER JOURNEY** Understanding what happens next when you book a meeting will help you to position your prosects for a better sales journey. In this session, we'll consider your handover to AE, the discovery and demo process, proposals, legals, onboarding and customer success.
PM Session	• **BUILDING EFFECTIVE SEQUENCES FOR YOUR OUTREACH** We'll give you a clue….. there is no such thing as a 'right sequence/cadence'. But, in this session, we'll help you to better understand how to build an effective sequence and how to assess what is working and what's not, using a data-led decision making process.

WEEK 10

	SESSION
AM Session	• **NAVIGATING PAST GATKEEPERS – HOW TO INCREASE YOUR ABILITY TO HAVE CONVERSATIONS WITH DECISION MAKERS** The more conversations you have, the better chance you have of hitting quota. But, one of your biggest challenges is getting the gatekeeper to put you through to the decision maker. Explore psychological elements of this part of the sales process, tactics for increasing your chances of a conversation and what not to say when dealing with gatekeepers.
PM Session	• **FIRST IMPRESSIONS ALWAYS COUNT – WHAT YOU NEED TO DO TO MAKE A BRILLIANT FIRST IMPRESSION** Making a good first impression will build solid foundations for a positive sales conversation. This is a fun, practical session, in which we'll explore ways to have an immediate impact and leave your prospect with a positive brand experience, regardless of the outcome.

WEEK 11

	SESSION
AM Session	• **CONSULTATIVE QUESTIONING** Curiosity didn't kill the cat, it helped it hit quota. Your discovery and questioning skills are one of the most critical skills in the sales conversation. In this session, you'll learn and practice how to get your prospects to really open up to you.
PM Session	• **ESTABLISHING A NEED / FINDING A FIT BETWEEN YOUR OFFERING AND YOUR PROSPECT'S CHALLENGES** So, what is a pain point? What are the most common examples of challenges businesses are facing? And what does a good meeting look like? Learn how to spot the difference between a good, well qualified meeting, and a 'meeting for a meeting's sake' in this session.

WEEK 12

	SESSION
AM Session	• **STRUCTURING A COLD CALL – TRUST BASED SALES** In this session, we'll give you a trusted cold call structure and together, we will break down each of the sections of a cold call and discuss what to avoid. We'll explore the psychology of the buyer, the way wording and tone of voice can impact on your rapport building, and how to nail your elevator pitch in less than 10 seconds.
Lunchtime Session	• **THE ART OF CLOSING** Timing is key. Close at the wrong time and you can lose trust. Don't close and you may miss your chance. But, how do you know when and how to ask for the meeting or the sale? This session will hep you to learn and practice the skills needed to help you become a top closer.
PM Session	• **OBJECTION HANDLING TECHNIQUES** No sale was ever made without at least one objection or challenging question. In this session, you will learn and practice a range of objection handling skills, including a formula that works for every possible objection you could face.

WEEK 13

	SESSION
AM Session	• **ASSESMENTS & PRESENTING BACK** Each quarter, you will be given the chance to present your learnings back to your peers in groups. This is a perfect opportunity to refresh on your learnings, discuss what you’ve been doing to embed and implement them, and sharpen your collaboration and presentations skills.

CONTACT THE ACADEMY TEAM

Ground Floor, The Forum, Barnfield Road, Exeter EX11QR

0345 241 3038 • academy@air-marketing.co.uk

www.air-marketing.co.uk