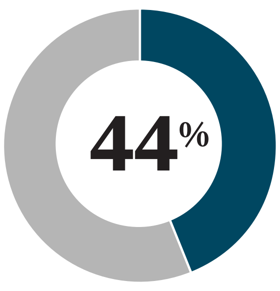
4 Ways to Help Your SDRs Using Intent Data

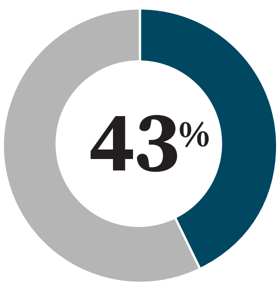
The thirst for sales pipeline keeps growing – and to quench it, organizations will try to add more and more SDRs. But without clearer paths to success, cracks in the model are already starting to develop. Yields are stagnating. Quotas aren't being met. Could your own team could be heading for a "Great Resignation"? **In this infographic, we'll explore how the high-quality insights in real purchase intent data can help SDRs to reach their goals.** In doing so, we look to make both the success of your SDR program and each SDR more attainable year over year.

Buyers have identified four sales behaviors that are "immediate deal killers."[1]

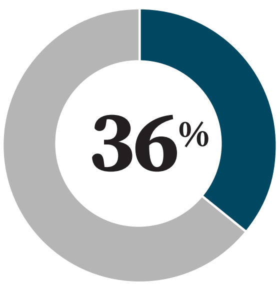
Not understanding the prospect's company and its needs



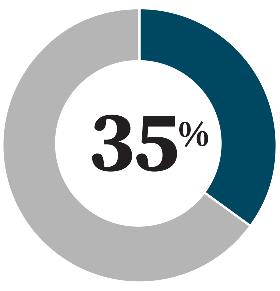
Not understanding their own product or service



Not understanding their competitors' products or services



Cold-calling or emailing prospects repeatedly



The right data enables smarter, more relevant selling

Direct access to high-quality purchase intent data improves SDR productivity by reducing time spent on low-value activity. It instantaneously prioritizes the most productive targets for outreach and the most productive messaging topics. After choosing the data source that best matches the enablement challenges your SDRs face, to make the most of it, your teams should:

#1. Prioritize outreach based on current prospect behavior

At any given time, most of the accounts you target won't be in-market for your solution. So, if you're heavily weighted on cold calling, most of your SDR outreach will have only an awareness impact. If your SDRs are meant to find opportunities, pointing them to the accounts and specific people doing solution research has proven to be much more productive.

Pro tip: SDRs can't reach quota when they're spending time making lists and doing research – only to execute cold calls with no chance of success. Using Prospect-Level Intent™ data is much faster because the right lists are provided to you and the research is already done.

#2. Treat what you know carefully – be informed without being creepy

Intent data means your SDRs will already know what their target cares about right now. But that doesn't mean they know the person or that the person knows you. Your SDRs need to deliver in a way that builds trust and positions your company as a source of useful information. Your Sales Enablement and cadence builders need to shape their guidance so an SDR can deliver appropriately.

Pro tip: Purchase intent data can show you what solution-relevant topics an individual has engaged with. Your whole team – with SDRs as the delivery mechanism – needs to leverage these insights into an optimized mix of discovery and value exchange.

#3. Open with value to get around blanket objections

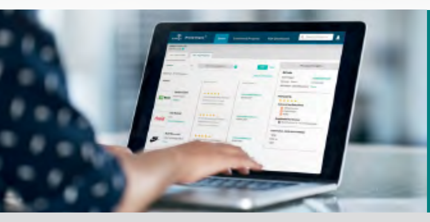
Research confirms that success rates hockey stick when SDRs can capture their prospect's attention within the first 8-10 seconds. But that can also be when the most typical blanket objections pop up. The trick is opening with a valuable delivery that you know maps directly to this person's interest. SDRs can only do this if they are pre-enabled, and pre-enablement can only deliver for them if that team is accessing the same intent data source.

Pro tip: By getting your messaging creators monitoring the same intent data source that's fueling SDR outreach, that team can construct outreach frameworks that will be spot-on for most prospect types. Of course, a little more customization might be necessary, but you can train your callers to be comfortable making those tweaks.

#4. Pursue buying groups to create better meetings

Since the average B2B buying group for complex purchases now includes more than 6 players[2], you know that engaging only one leaves a lot of work to be done. Since intent data can tell you who else at the account cares about the same topics, your SDRs are well positioned to create group meetings that will accelerate you deeper into the developing opportunity.

Pro tip: Use the data and discovery together to grow attendance to an initial meeting. That will help your prospect accelerate their efforts to solve their problem and help your AEs get ahead on multi-threading.



To learn how your sales organization can leverage intent data to improve its own outcomes, request a meeting with a TechTarget expert.

Source:
1 - LinkedIn | The State of Sales Report 2021
2 - Gartner | New B2B Buying Journey & its Implication for Sales

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