

# 6 BDR PRACTICES THAT WILL BOOST SALES VELOCITY



Woohoo! You've leveraged great audience intel to inform your ideal customer personas (ICP) – but how can your BDRs use this knowledge effectively?

BDRs play a crucial role in the sales acceleration strategy through generating a constant flow of inbound leads, so it's crucial they utilize all available resources. This quick-fire checklist covers the **6 key areas required to impact sales velocity** and ultimately help marketers achieve their revenue quota.

1

## Cold Calling

A highly effective way of engaging with a high volume of potential leads. Track calling effectiveness and call to meeting ratio on accounts with intent vs without.

3

## Lead Generation

A primary task of every BDR, to continually build and grow lists for outreach. Having them prospect any account is a waste if you already have a TAL, but having them spend time on the right job titles based on knowing your persona data is invaluable.

5

## Networking

Building face-to-face relationships helps drive trust and loyalty, resulting in increased leads. Meet in person where possible to bring a more personable element to the table.

2

## Cold Emailing

Developing effective email cadence and crafting email copy that resonates from the outset. Send your email sequences with content personalized based on their previous interests and research intent.

4

## Research

Invest in audience research. BDRs should be provided with all the information they need to creatively expand reach and generate leads. Utilize current data on record as a starting point for research to be conducted from.

6

## Social Selling

Social media helps to demonstrate expertise, build trust and stay front of mind as well as connect with prospects directly. Leverage LinkedIn for example, to reach and interact with prospects and provide a more personal feel by doing so.

Was this resource useful? Great news, there's more... Download our comprehensive guide to Sales Acceleration now to learn all the best strategies to ramp up your sales velocity.



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