

TRAINING

Sales Development Representative (SDR)

LEARNING OBJECTIVES

- Understand the strategic role of the SDR within the B2B sales cycle
- Master lead prospecting and qualification techniques
- Use digital prospecting and automation tools
- Develop a compelling sales pitch and handle objections effectively

TRAINING DURATION

2 days (14 hours)

TARGET AUDIENCE

Business development and B2B sales professionals

PREREQUISITES

None

ACCESS TIME

Eligibility based on application and interview with the Experience team: response within 48 hours.

PRICE

- Inter-company training: €1,680 excl. VAT per person
- Intra-company / tailor-made training: on request

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE
Tél : +33 (0)4 80 81 94 50 - Email : contact@crews-education.com
www.crews-education.com

DETAILED PROGRAM

- Role and responsibilities of the SDR
 - Understanding the SDR's position within a Sales team
 - Differences between SDR, BDR and Account Executive
 - Collaboration with marketing and sales management
- Target definition and ICP
 - Building personas
 - Methods for sourcing qualified leads
 - Using tools such as LinkedIn Sales Navigator, Kaspr, Dropcontact...
- Multichannel prospecting
 - Cold emailing, cold calling and social selling
 - Creating personalised sequences
 - Best practices and deliverability rules
- Automation tools and CRM
 - Getting started with tools such as Lemlist, HubSpot, LaGrowthMachine
 - Lead tracking within a CRM
 - Pipeline management and daily task organisation
- Outreach and sales pitch
 - AIDA, BANT and SPIN methodologies
 - Hook scripts, storytelling and objection handling
 - Handover to the Account Executive
- Performance tracking
 - SDR KPIs: volume, conversion rate and qualified meetings
 - Campaign analysis, feedback and iterations
 - Continuous improvement and individual coaching
- Role-playing workshop
 - Simulating a complete prospecting process
 - Creating a sequence and managing a short sales cycle
 - Oral presentation and collective feedback

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CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to implement a structured prospecting strategy, efficiently use sales automation tools, rigorously qualify leads and sustainably feed the sales pipeline.

TEACHING METHODS, RESOURCES AND SUPPORT

- Training delivered by professionals actively working in the digital field
- Varied and dynamic teaching methods (case studies, workshops, assignments)
- Individual support by the Experience team

TRAINING TOOLS

- High-performance digital tools: Google Workspace for Education, Edusign...
- Practical case studies based on real-life business situations

EVALUATION METHODS

- End-of-training assessment via quiz or project submission

RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: NA
- Individual progress rate: NA

ACCESSIBILITY

Accessibility for people with disabilities or specific difficulties, contact us to organize an interview and offer you a program adapted to your needs: handicap@crews-education.com

Accessibility to international attendants, contact us: international@crews-education.com

CONTACTS

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