

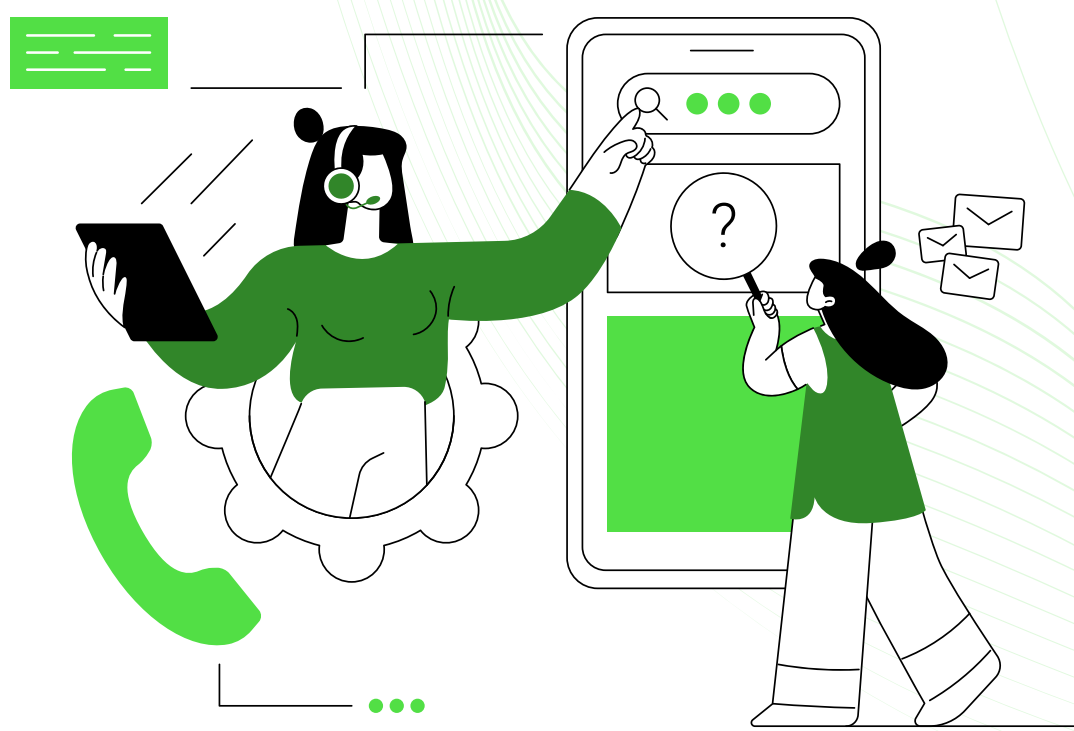
# How broken internal trust is killing your BDR performance

BDRs are the first line of attack in your revenue strategy. They're the ones opening doors and starting conversations. And yet, many of them are quietly burning out, missing targets, or faking enthusiasm on Riverside recordings.

*What's going wrong?*

It could be the market, the tech stack, or the messaging. But most of the time, it's internal trust.

## BDRs are losing faith



In a 2025 Cognism survey, 45% of BDRs said their biggest challenge was bad data.

Add to that:

- Messaging that doesn't reflect reality
- Target lists that make no sense
- "Coaching" that feels more like micromanagement

The result? A quiet but powerful conclusion:

**"They don't trust me to do my job. So why should I trust them to help me succeed?"**

## A refresher on 'trust' and its functionality

When we're talking about high-velocity sales, trust **IS THE infrastructure.**

- When BDRs trust leadership, they bring their best ideas forward.
- When they trust the data, they don't second-guess the call list.
- When they trust the message, they deliver it with conviction.
- When they trust marketing, they actually use the content.

Trust removes friction. And friction is the enemy of pipeline. BDRs who feel trusted and supported don't just "feel good"—they perform better. In organisations where reps report high levels of psychological safety, sales productivity increases by over 27%.



## How do you rebuild it?

- **Make data a superpower, not a blindfold.**
  - Invest in clean, enriched, intelligently segmented data.
- **Prioritise quality over quantity (sometimes).**
  - Shift focus from mass outreach to meaningful conversations.
- **Give context, not just KPIs.**
  - Share the strategy. Let them in on the why, not just the what.
- **Celebrate learning, not just wins.**
  - Insights from failed calls are just as valuable as booked meetings.
- **Stop pretending outbound is dead.**
  - Outbound isn't dead, it's just dull when it's scripted. Equip reps to think, not just pitch.
- **Treat BDRs like strategists, not task rabbits.**
  - Involve them. Trust their input. Build the system with them in mind.