

You can't scale Demand Generation without Business Development foundations

No matter how sharp your targeting, how compelling your copy, or how airtight your workflows are, someone still needs to start the conversation.

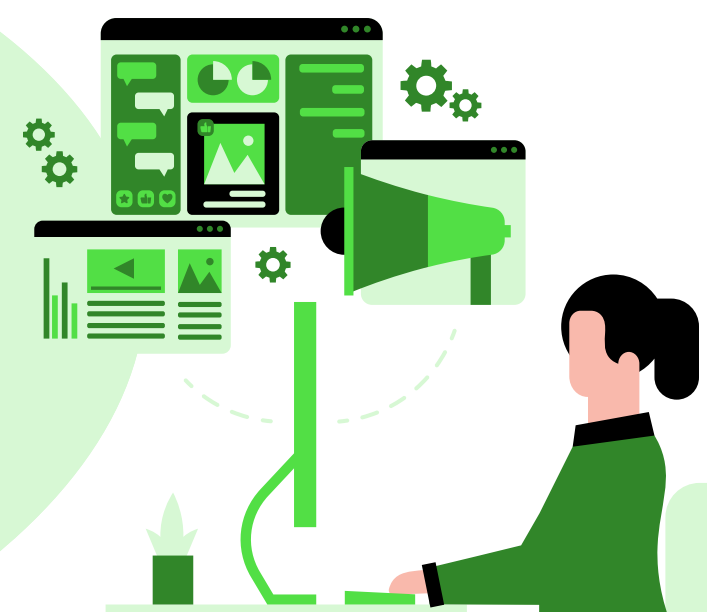
Business Development connects marketing-generated interest to actual sales opportunities and identifies, engages, and qualifies leads overall.

As one of [DemandWEBS'](#) core functions, demand gen only moves forward when business development is part of the foundation, and that means having a business plan that includes a real outbound strategy and efficient Business Development Representatives (BDRs).

Here's how to close the BD gap:

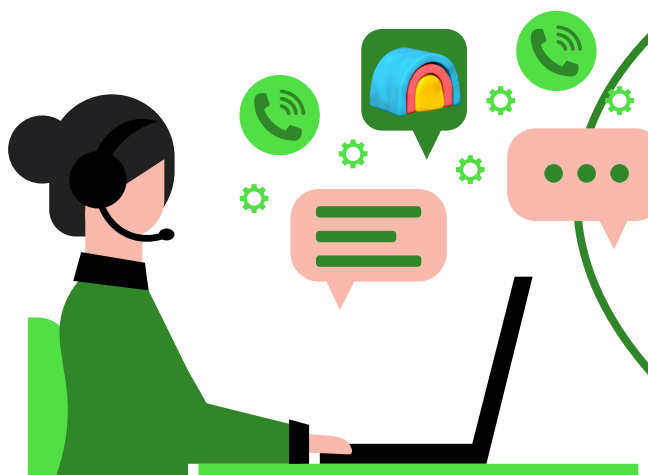
Nail the trigger events

Don't reach out just because the list says so. Reach out because the lead did something, including downloading a report, asking for the on-demand recording of your previous webinar, and viewing your LinkedIn post three times. That's your in.



Modern tools are non-negotiable

If your BDRs are still working off spreadsheets and intuition, they can appear invisible. Equip them with smart tools like Clay.com that help to automate research, not relationships.



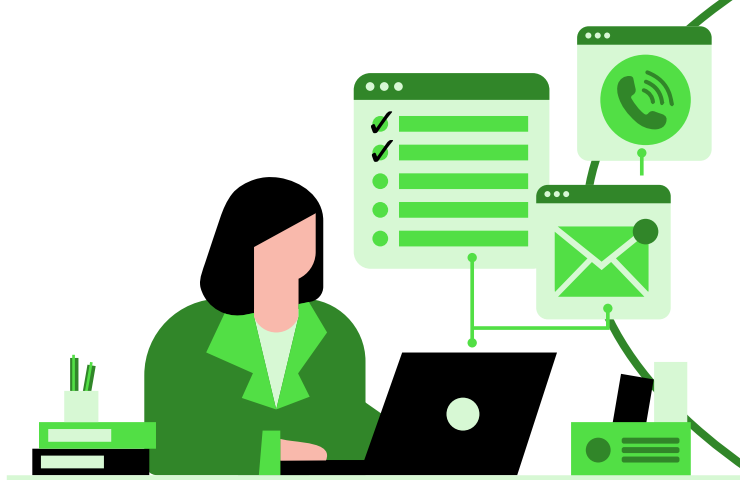
Personalisation beats persistence

Ditch the seven-step cadence. One well-crafted, relevant message with a real reason to connect can outperform a week's worth of noise.



Tighten the feedback loop with marketing

What messaging resonates? What content converts? Your BDRs are a goldmine of insights. Make sure they have a seat at the demand gen table.



Celebrate not just the meetings but also the process

Don't measure success by booked calls alone. The real ROI lies in the learnings: what works, what doesn't, and where to optimise.



Start your demand gen engine with an aligned, intelligently automated BD function that is always one step ahead. Let's build that pipeline today. Follow OrbitalX on [LinkedIn](#).