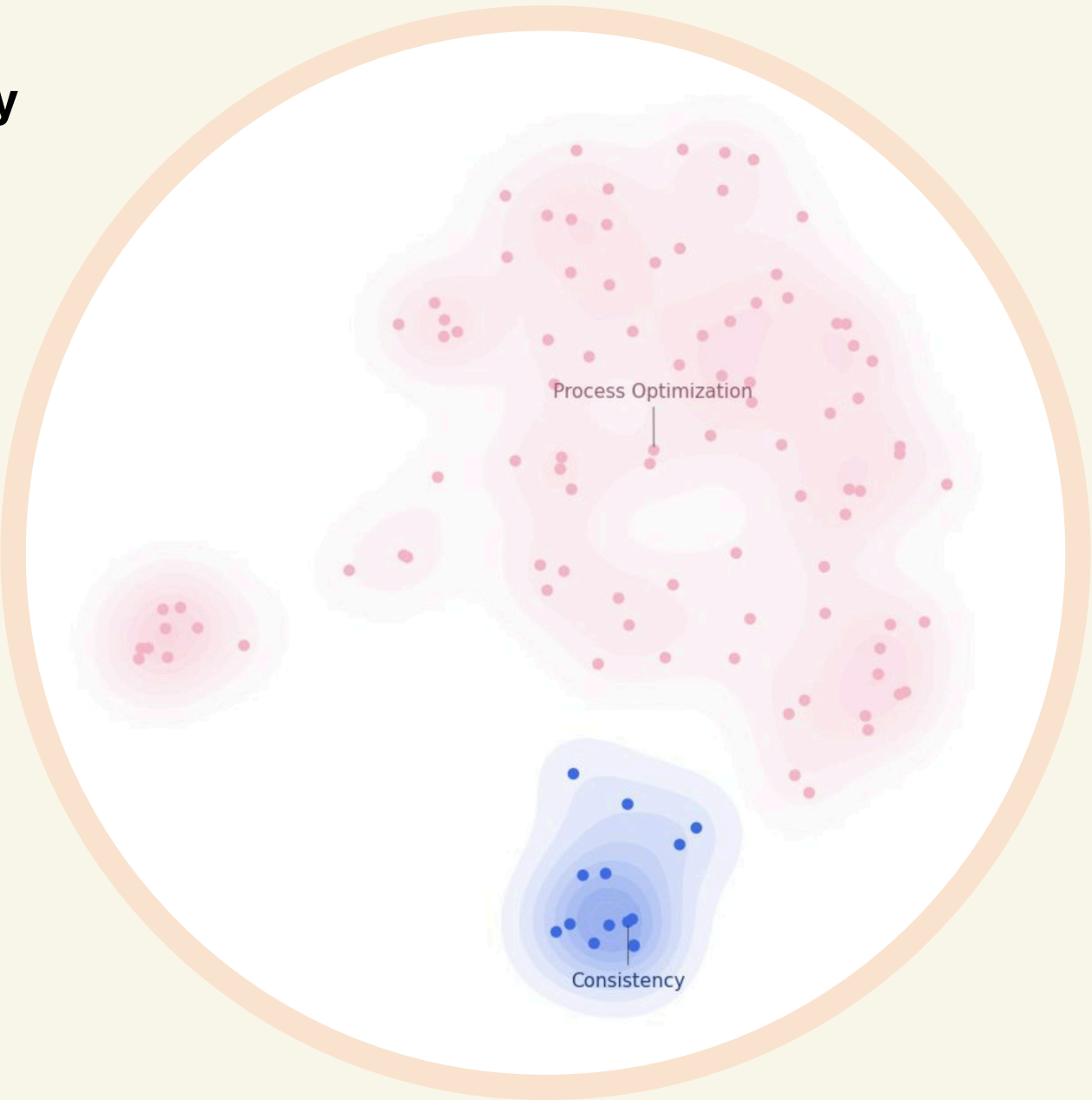


# How SDRs Explain Their Quota Performance

## People explain their quota performance most by

- SDRs overwhelmingly link quota outcomes to process optimization, with far fewer citing consistency.
- This suggests SDRs see performance as primarily a function of workflow efficiency and process discipline, rather than personal consistency.
- Coaching and enablement should reinforce repeatable prospecting processes, structured workflows & CRM hygiene to drive SDR success.



#	Quota Explanation	%
1	Process Optimization	86.9%
2	Consistency	13.1%

NLP (Natural Language Processing): AI techniques that extract meaning from text; applied here to analyze qualitative sales responses.

All figures are based on aggregated target review response data. Results are reported only where sample sizes meet statistical validity (minimum  $n \geq 20$ ). Values represent average scores on a 0–100 scale, with confidence intervals and effect sizes assessed. No individual or personally identifiable data is shown.