

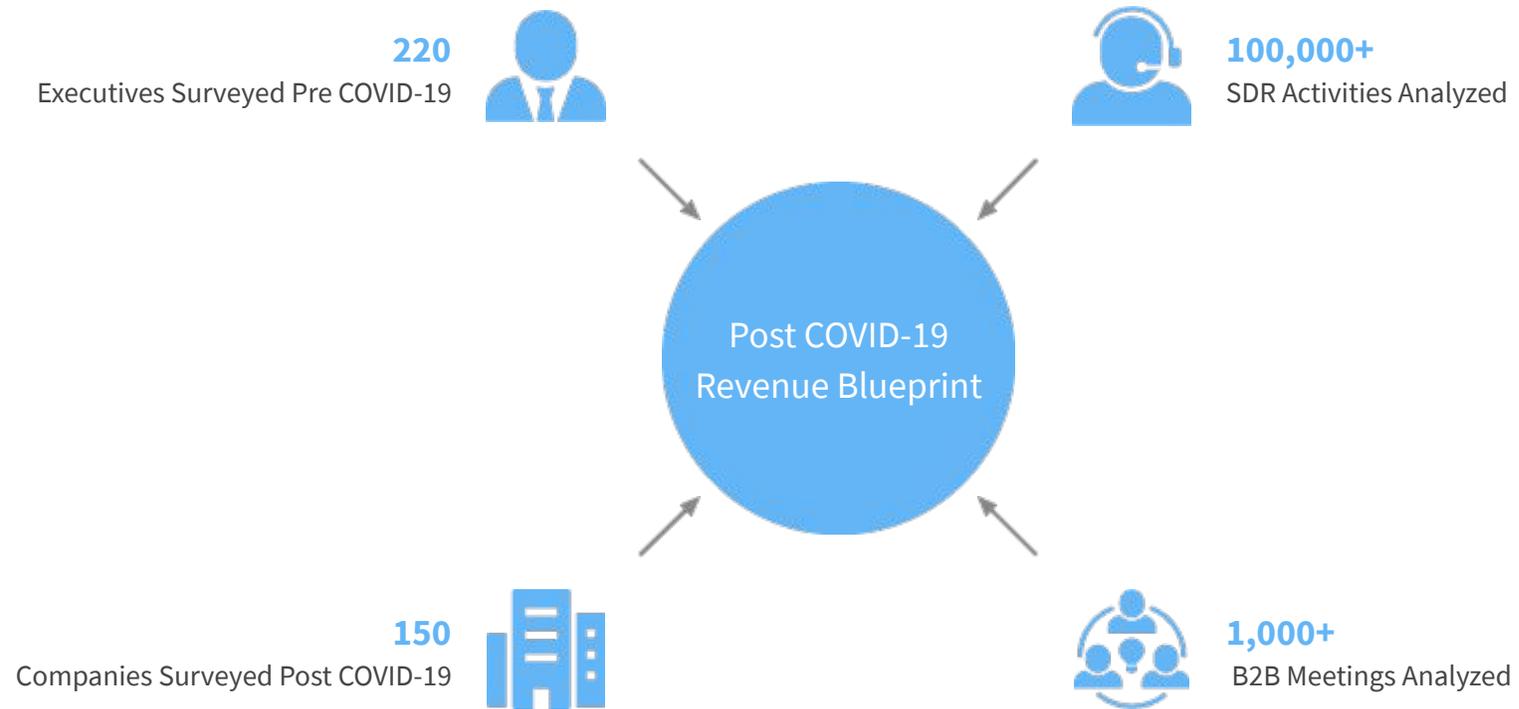
Optimizing Outbound During COVID-19

A Blueprint For Sales Development Success

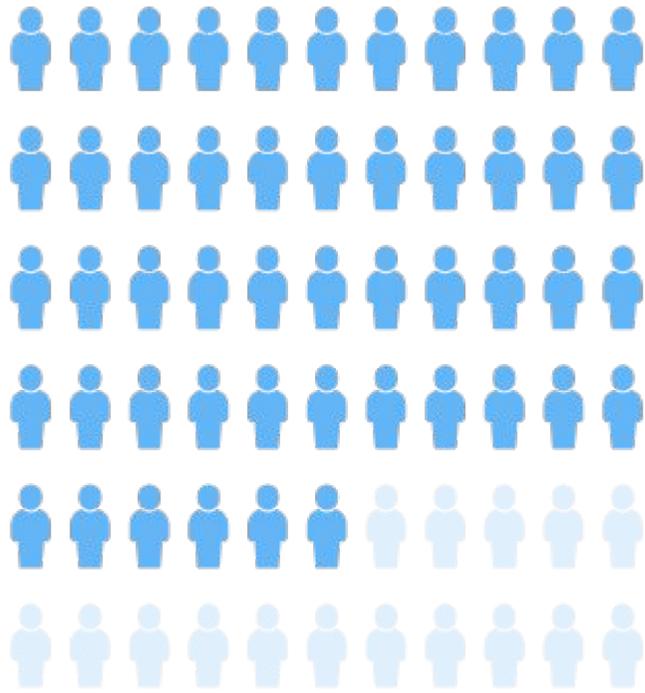


Outbound isn't **Easy**
especially during a **Crisis.**

But, outbound today
is **More Important**
than **Ever** before.

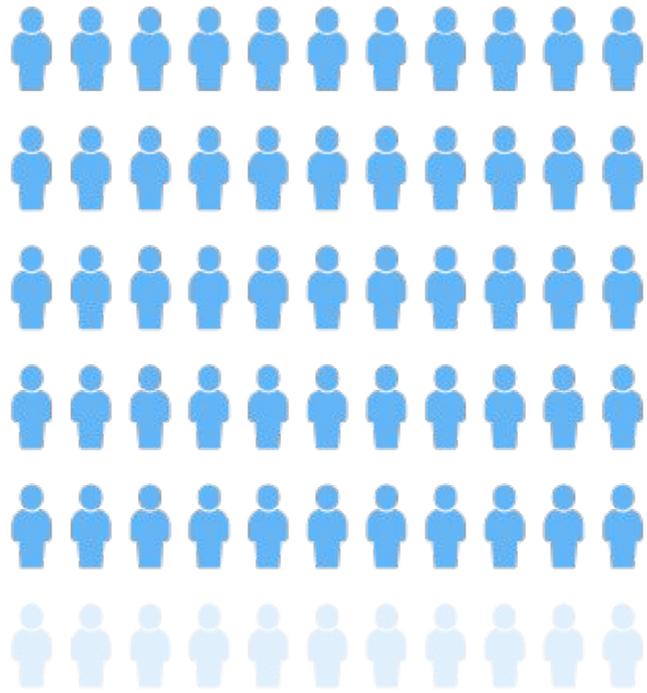


We Not Only Analyzed What Is Happening Today, But Also What Happened Before So We Can Understand What Needs To Change To Be Successful Tomorrow



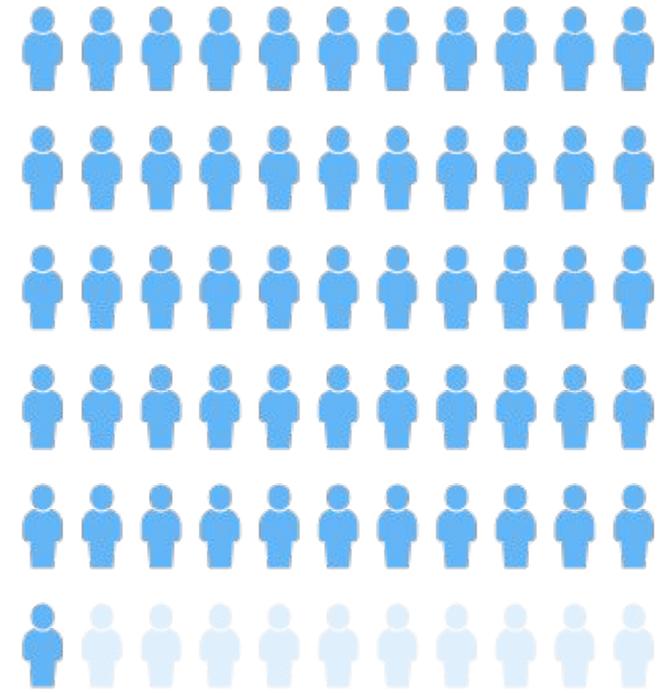
75%

Companies That Already Have
Or Expect To Adjust Quota



83%

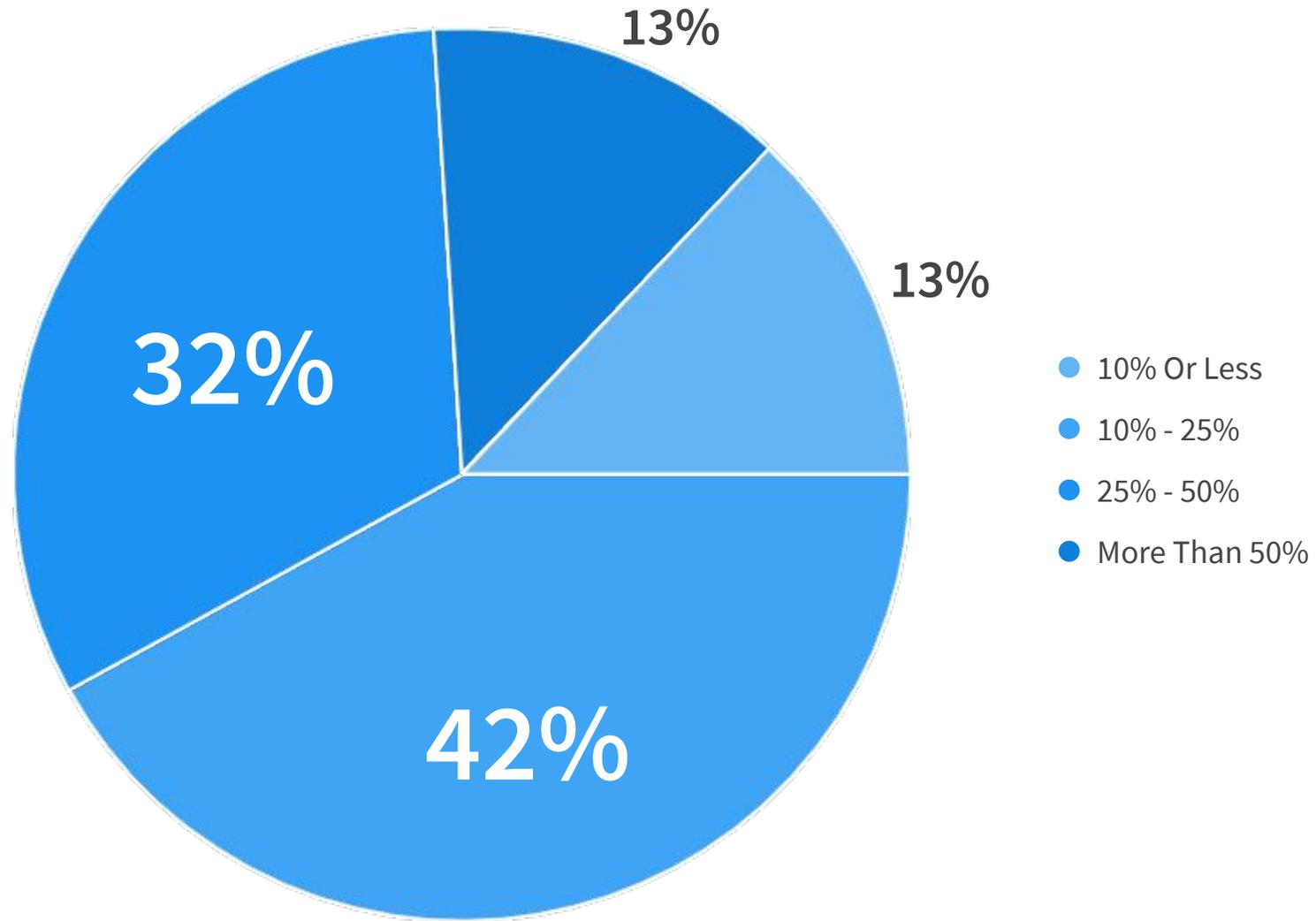
Revenue Executives That Have
Felt An Impact On Their
Business



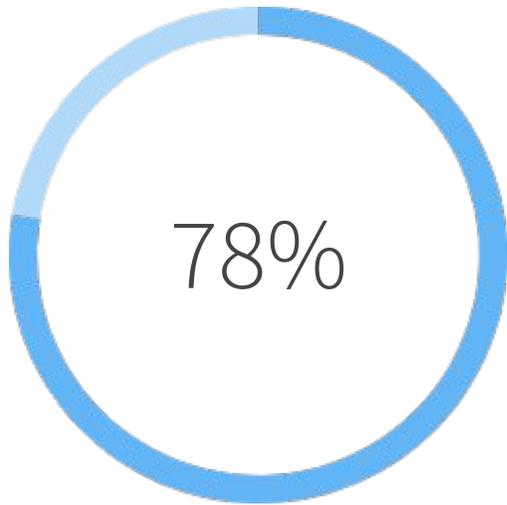
84%

Companies That Already Have
Or Expect To Adjust Revenue
Targets

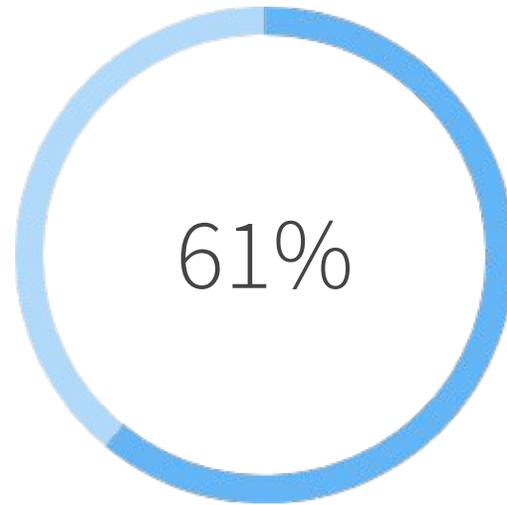
COVID-19 Caused Rapid Changes In Revenue Department Behavior



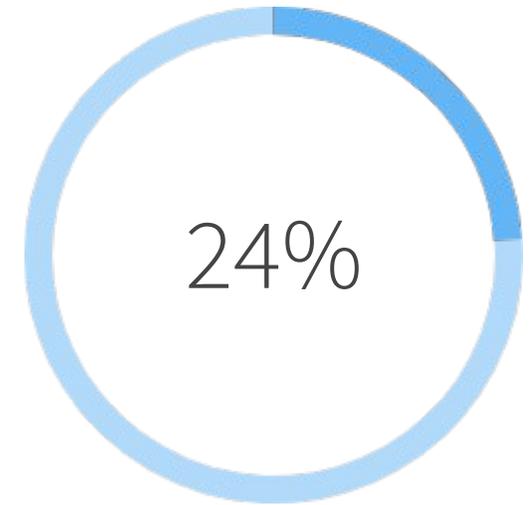
45% of Sales Departments That Have Adjusted Quota Lowered It By More Than 25%



Companies That Have
Already Implemented A
Hiring Freeze



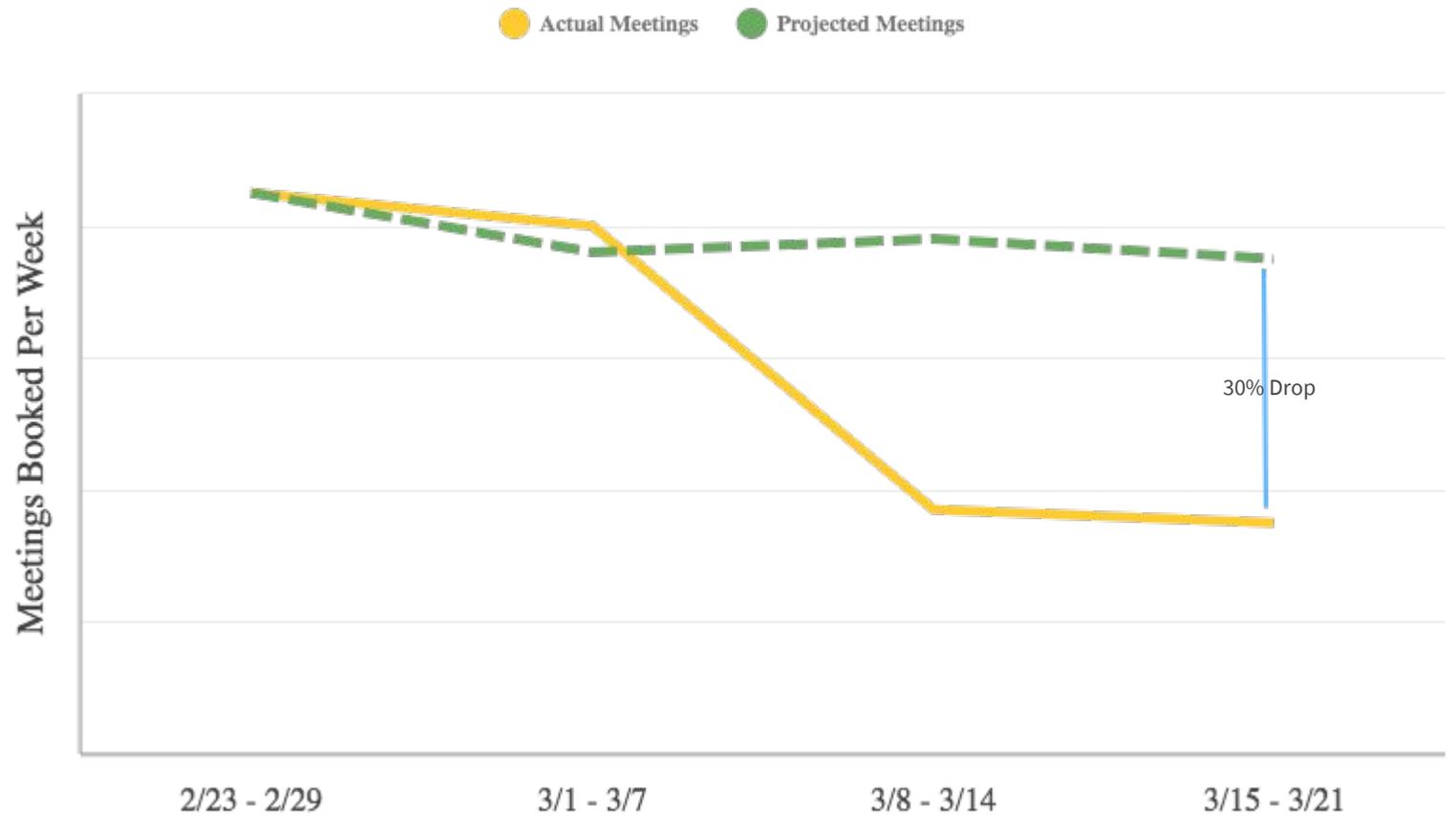
Companies That Have
Already Cut Revenue
Budgets



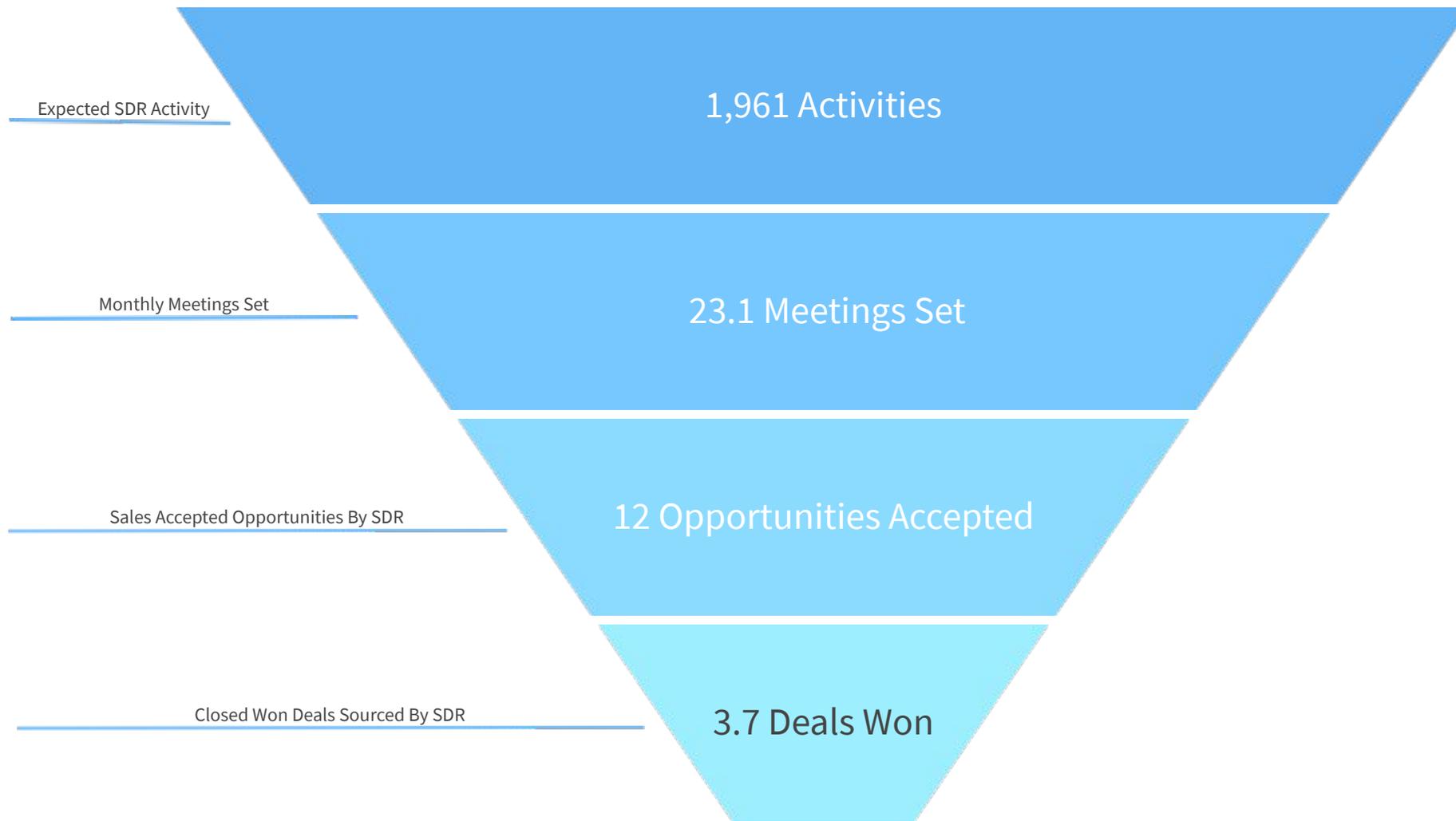
Companies That Have
Already Reduced
Headcount

Hiring, Budgets, And Headcount Dropped Almost Immediately

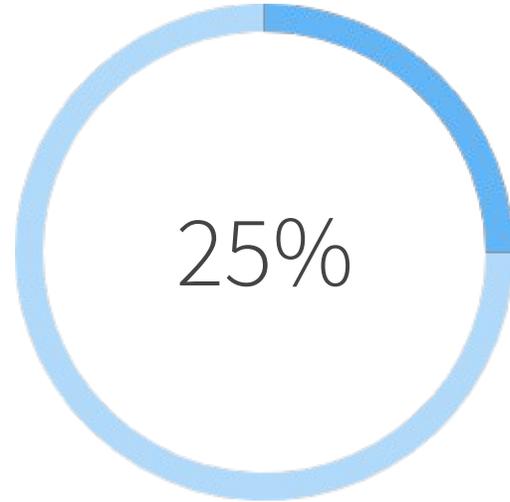
Performance



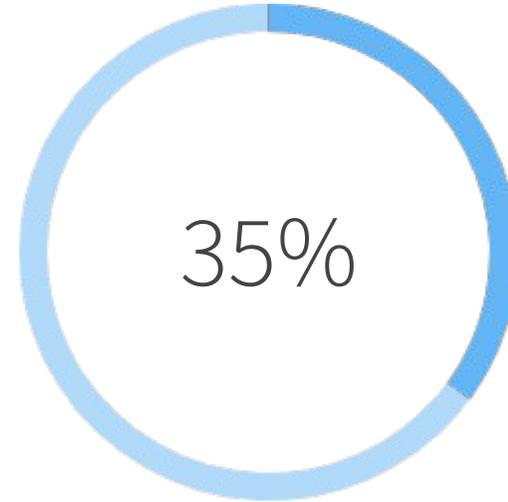
Meetings Per Week Dropped 36% Between March 1st and March 14th
30% Lower Than Projected



Average SDR Quota Expectations Before COVID-19

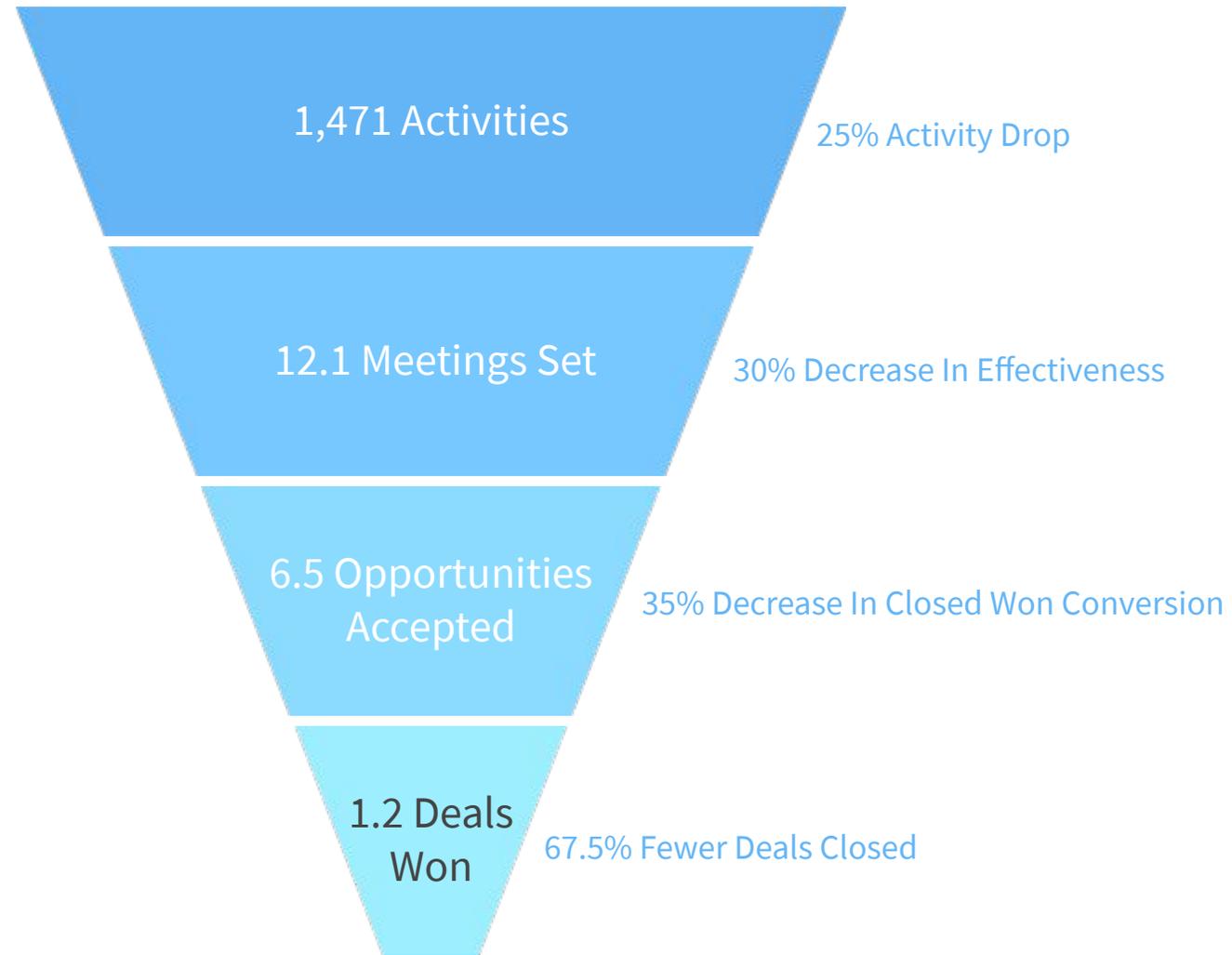


Average Drop In
Outbound Activity



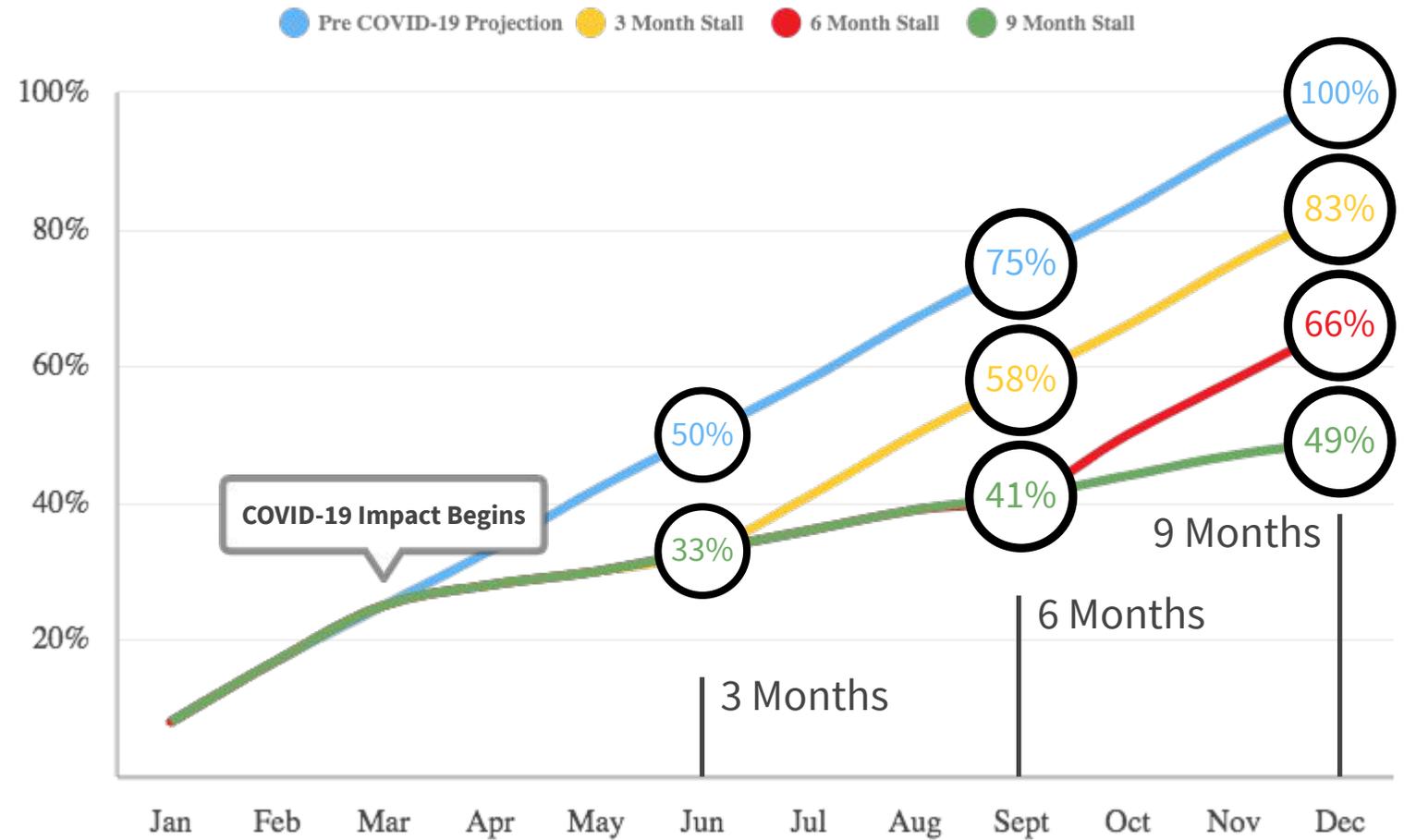
Estimated Drop In
Closed-Won Conversions

Companies Have Significantly Decreased Outbound Activity
And Expect Conversions To Follow



These Drops Are Anticipated To Reduce Monthly New Business Revenue By 67.5%

Impact Of Activity Dips On Closed Won



Even a Single Quarter Of Decreased Activity Results In
17% Fewer Closed Won Deals Annually

- **Adjust Your Approach**

Place an emphasis on thoughtful and meaningful outreach. How you present yourself now will leave a lasting impression on buyers. A well positioned outbound campaign will not only land clients for today; it will also build clients for tomorrow

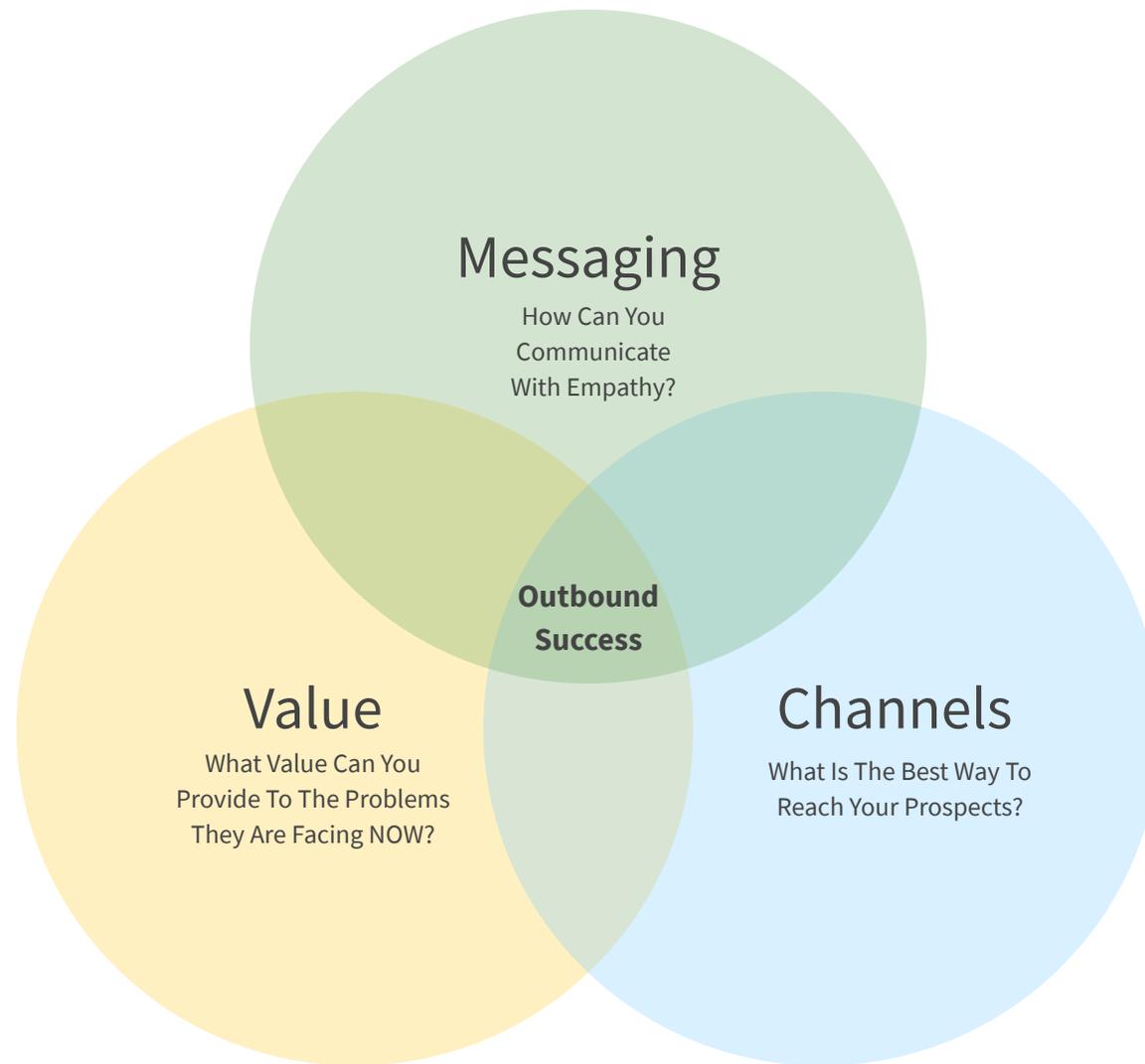
- **Increase Your Activity**

Right now is the worst possible time to lay off the gas. Putting an increased emphasis on top of funnel activity will not only keep you afloat in the short term, but can also position you to exceed goals down the road

“

The man who stops advertising to save money is like a man who stops a clock to save time.”

- Henry Ford



Take A Thoughtful Approach To Outbound By Paying Attention To How, Why, And Where You Communicate With Prospects



LinkedIn

+1.2%



Cold Call

+1.5%



Email

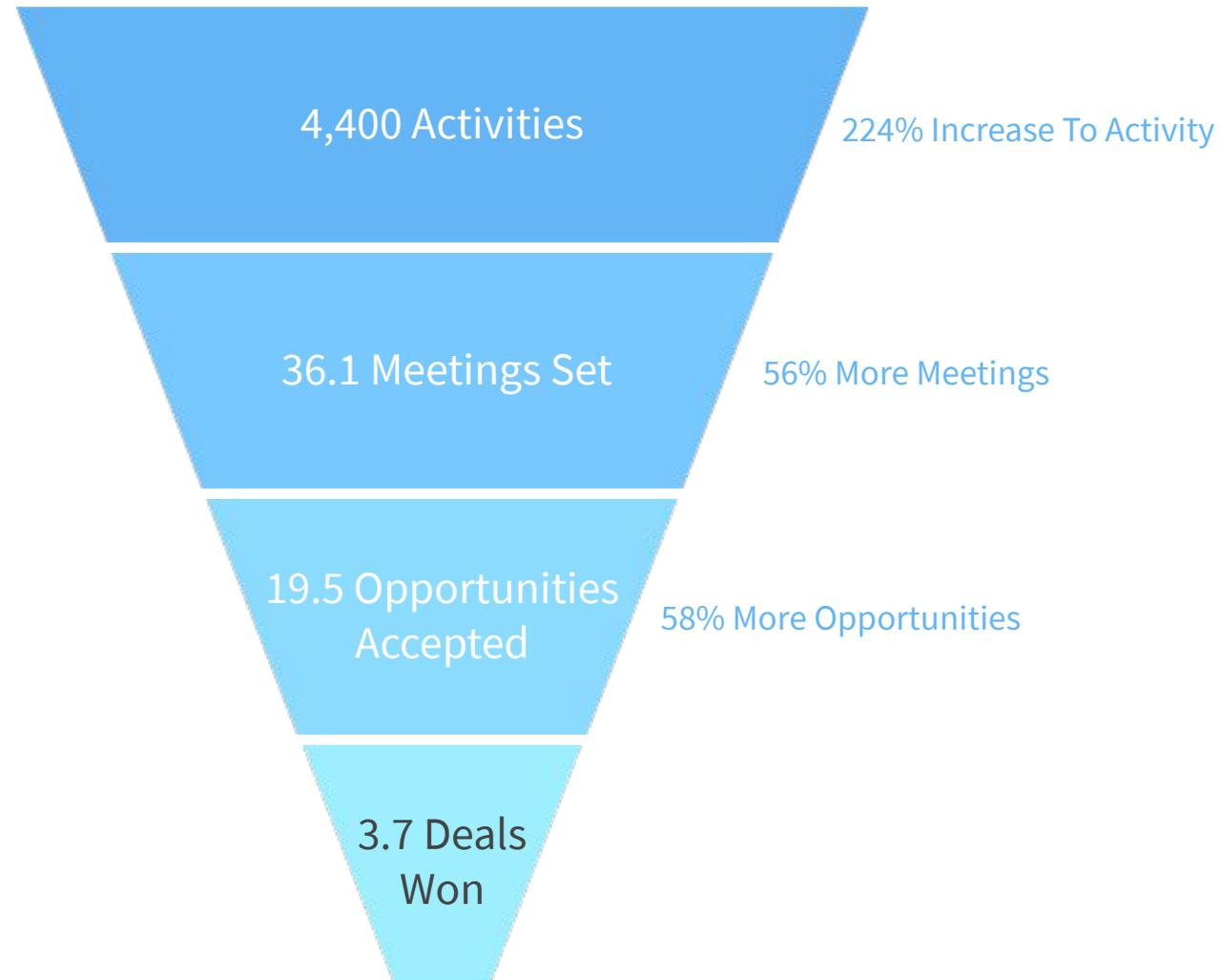
-2.7%



Direct Mail

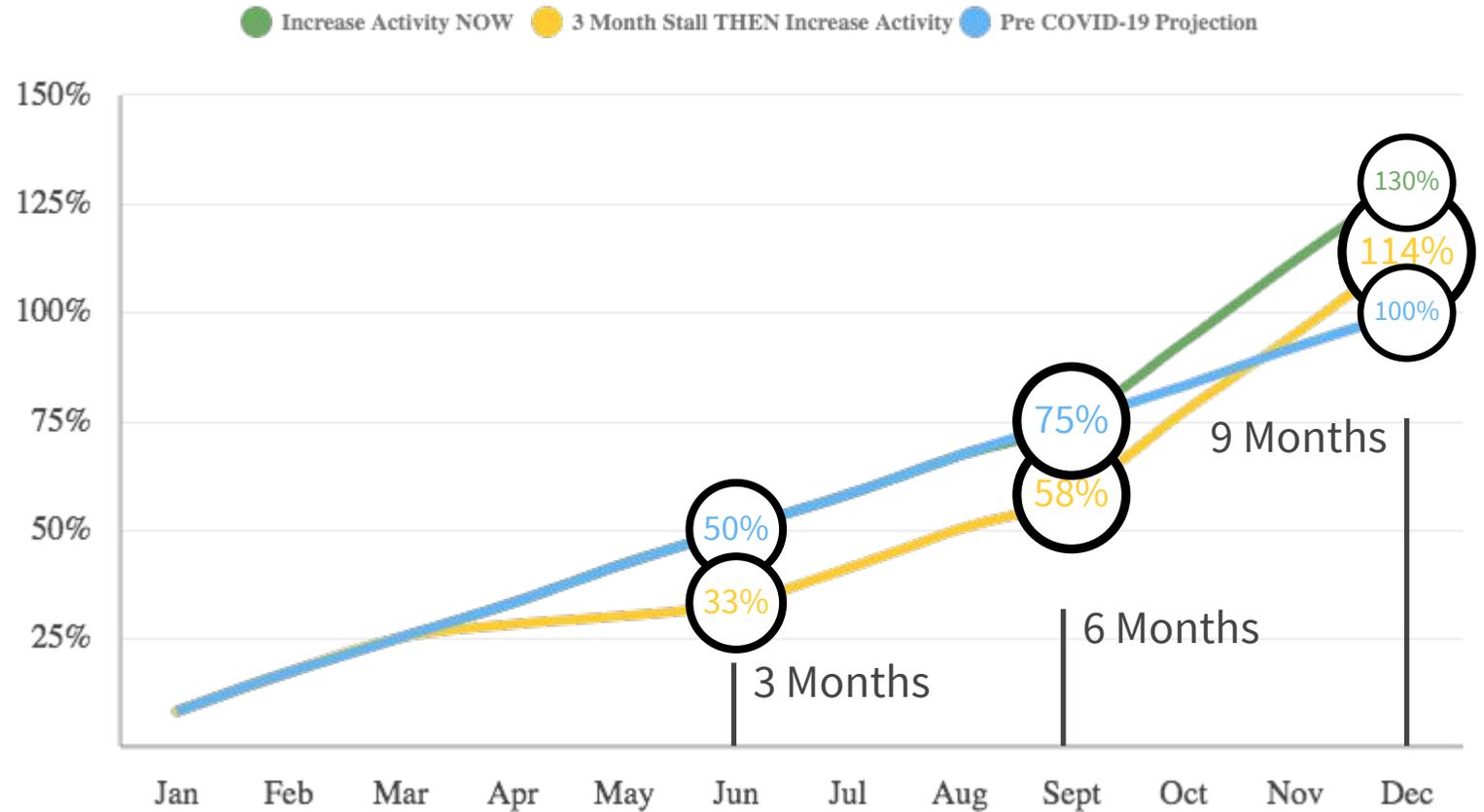
-.09%

Although Overall Effectiveness Fell By 30%, The Difference In Each Channels Effectiveness Is Barely Noticeable From Before COVID



Still, Companies Will Need To Increase Activity By 224% To Maintain Their Growth Trajectory

Impact Of Increased Activity On Closed Won



If Metrics Like Closed Won and Effectiveness Level Out By September,
The Increase In Activity Will Push Companies Over Their Anticipated Revenue Goals By EOY

DO

Look for creative ways to increase activity despite budget cuts and hiring freezes

DO

Understand that activity is the only variable they can control

DO

Build trust by leading with transparency

DO

Lead with empathy and realize there's a new reality for buyer committees

DO

Educate prospects on what value they can bring them NOW, what risks they face, and how you can be proactive in solving it

DON'T

Stop or reduce outbound activity and wait around for things to blow over

DON'T

Continue outreach like nothing is different

DON'T

Fire their top performers to save money in the short term

DON'T

Expect their existing team to double outreach without a scalable strategy in place

DON'T

Internalize processes they don't have the infrastructure to support

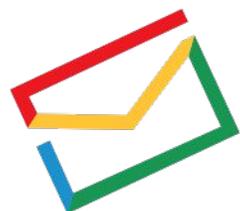
About SalesReply

We're *The* Sales Development Experts.

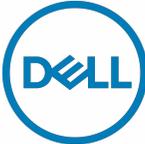
Not every company needs a massive SDR team. *In fact, most don't.*

We help companies grow their pipeline instead of their headcount by providing outsourced SDR services that:

1. **Act as an efficient, flexible, and cost effective solution** for sales and marketing teams that need to create more qualified opportunities with buyers.
2. **Utilize proprietary technology** that enables our team to perform high volumes of outreach on behalf of our clients without losing the human element.
3. **Combine 4 unique channels** to catch prospects with the right messaging, on the channel they are most responsive to.
4. **Have successfully booked** over 9,000 qualified meetings with buyers, and over 70% being set with Director or higher titles.
5. **Offer Experienced US-Based SDRs** dedicated to each client on a half or full-time basis so they aren't stretched too thin across clients.



Meetings We Booked Last Year:

 Chief Marketing Officer	KENDALL + KYLIE Chief Executive Officer	L'ORÉAL Chief Retail Officer
 Chief Financial Officer	SEPHORA Chief Engineering Officer	 Chief Operating Officer
 Chief Marketing Officer	Lbrands Chief Financial Officer	 Chief Information Security Officer
 SVP HR & Chief Diversity Officer	 Chief Strategy Officer	 Chief Technology Officer

Want More Meetings Like This?

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