

The State of Sales Development

Health & Wellness Benefits



Universe

The broker is a unique position compared to our other client industries. Brokers are essentially employee benefits consultants with an integral voice in the employer's decision making process.

Their responsibilities include evaluating healthcare spend, meaning any decision the employer wants to make about your offering goes through them.



Messaging

If you already have a relationship with the prospect's insurance provider, make sure to tell them. It will alleviate many of their potential concerns, especially regarding budget.

Typical H&W sales cycles take a long time. Your SDR needs to be able to position their outreach for both present and future opportunities, and then nurture accordingly.



Market

Timing the market is vitally important because of the open enrollment period that typically takes place from September-early November. During this period their focus is solely on their employees.

When it comes to actual outreach, email has a higher response rate, but prospects share more info over the phone. We have our SDRs use email to set up discovery calls before passing over a lead.



Strategy

Integrating well with marketing will help you find new prospects and accounts. Make sure your SDRs are involved with any events you attend.

The longer sales cycle trickles all the way down to SDR outreach. Slowing down your outreach cadence gives the prospect more time to respond, which they'll appreciate.

Case Studies

**Tenure**

November 2019 - November 2021

Team Size

Started with 1 SDR and scaled to 3 SDRs

Average Lead Production

On average, we generated 4-6 pure outbound meetings per month per SDR. Lead production did vary throughout the year depending on factors like open enrollment timing and broker engagement.

Notable Stories

Started as a B2C company offering a consumer app for chronic condition management. Came to demandDrive to build out their B2B business and understand their target market. We also helped them develop broker relationships at both regional and national levels.

**Tenure**

We kicked off February of 2022

Team Size

Started with 2 SDRs and have scaled to 3 SDRs

Average Lead Production

On average, we generate 6 pure outbound meetings per month per SDR.

Notable Stories

We built up Espyr's sales development team from scratch. Not only do we prospect on behalf of Espyr, but we have helped them launch new initiatives outside their core offering.

**Tenure**

We started in March of 2021. In June of 2022, Owl decided to bring their demandDrive SDR team inhouse!

Team Size

3 SDRs

Average Lead Production

4-7 leads per SDR per month. The variance depends on how many channels the team is working. This program is a combination of cold outbound and multi- threaded marketing efforts like webinars, live events, and web chats.

Notable Stories

We built the cold outreach process from the ground up based on our sales development expertise. Outbound leads have increased significantly during our partnership.

**Tenure**

We started in December of 2021.

Team Size

3 SDRs

Average Lead Production

4 leads per SDR per month

Notable Stories

We have built Stork Club's outbound sales development process. Not only are our SDRs deeply integrated with their team, but our Client Success Director has become a key resource for all major sales development decisions.



Tenure

Ovia Health was initially a client for 1.5 years. They expected to bring the SDR team fully in-house but decided to return a year later. In June of 2022, Ovia decided to onboard dD SDRs to their team!

Team Size

2 SDRs

Average Lead Production

This is an entirely inbound focused program where we uncover about 4 leads each month per SDR. Ovia has strict qualification and the minimum sized organization they will meet with must have 3,000 employees.

Notable Stories

Ovia Health has a mature marketing and sales engine. They look to us for our consistency and dependability.



Interested in learning about the other benefits you get from partnering with demandDrive to build your sales development team?

What We Do

Contact Us