

## The State of Sales Development

# Emerging Technology



## Universe

Due to the agile nature of our emerging tech clients, they have the unique ability to pivot and adjust their addressable universe, in real time, as they gather market intelligence.

But there are still obstacles. When you're defining or adjusting to a specific market the real challenge exists in convincing prospects that you're a "need to have" not a "nice to have".



## Messaging

Building pipeline should be a primary focus for your team. Strict qualification criteria will only slow you down, but today's educational conversations will bear fruit in the future.

The more you define your market and its perceived needs, the easier it will be for SDRs to convince prospects that an educational call will be worth their time.



## Market

Since it's a more evangelical sell at this stage, you need to be willing to have educational discovery calls, even if a prospect isn't as qualified as you'd like.

This is an important step in gathering market intelligence and increasing brand awareness. Without these discovery calls it will be challenging to inform future campaigns and strategies.



## Strategy

Our Client Success team provides valuable reports, strategies, and insights to help you develop your market and build your brand for long-term success.

A few quick wins to impress investors isn't indicative of a sustainable sales development strategy. Laying a solid foundation needs to be step one.