



BDRs As Catalysts: The Key To Sales-Marketing Synergy



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**Is your org experiencing
marketing & sales
misalignment?**

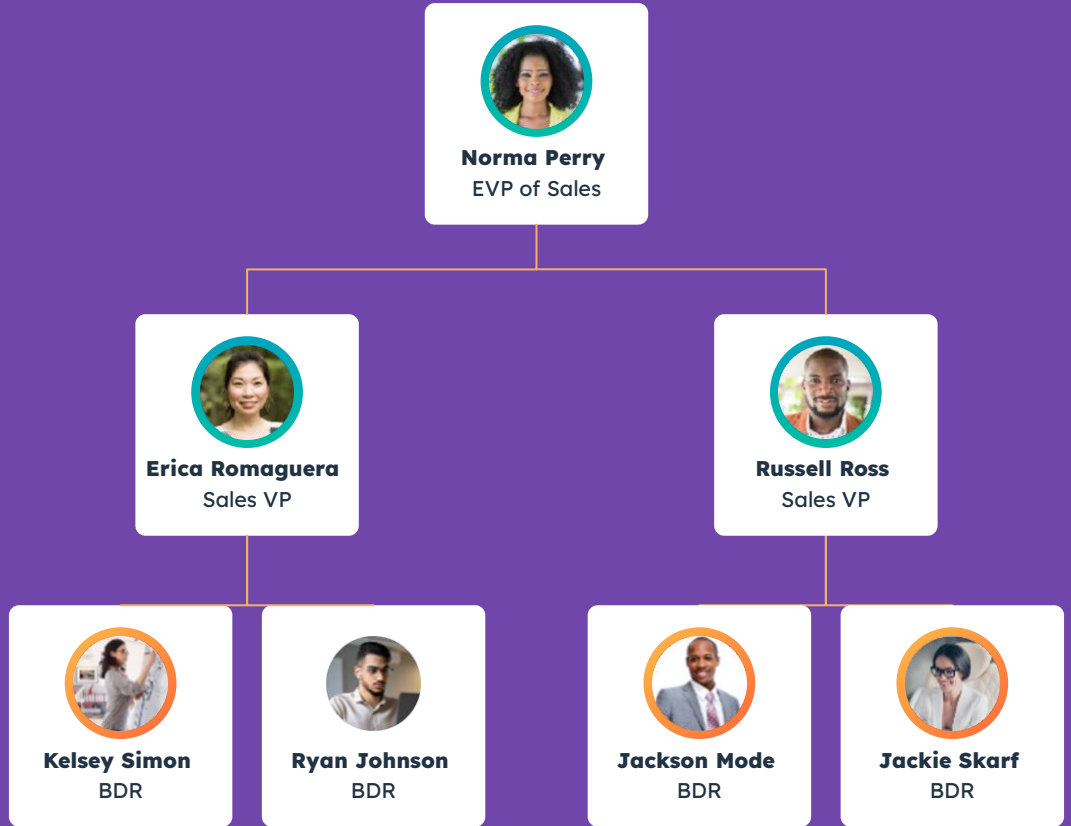


The Traditional Model

BDRs are typically found operating under the Sales umbrella.

They focus on directly generating and qualifying leads for the sales team.

There is less alignment with their Marketing counterparts.



Common Challenges with the Traditional Model

Conflicting
Goals &
Metrics



Wasted
Resources +
Campaign
Efforts



Poor Lead
Quality &
Conversions



What if I told you...



Synergy is possible.



“You’d be hard pressed to find more drama in ‘Days of Our Lives’ than you do in an average job each day.”

- Ryan Reynolds



The Key Is Shifting BDRs Under Marketing



But first, what does
having **BDRs under**
Marketing even look
like?

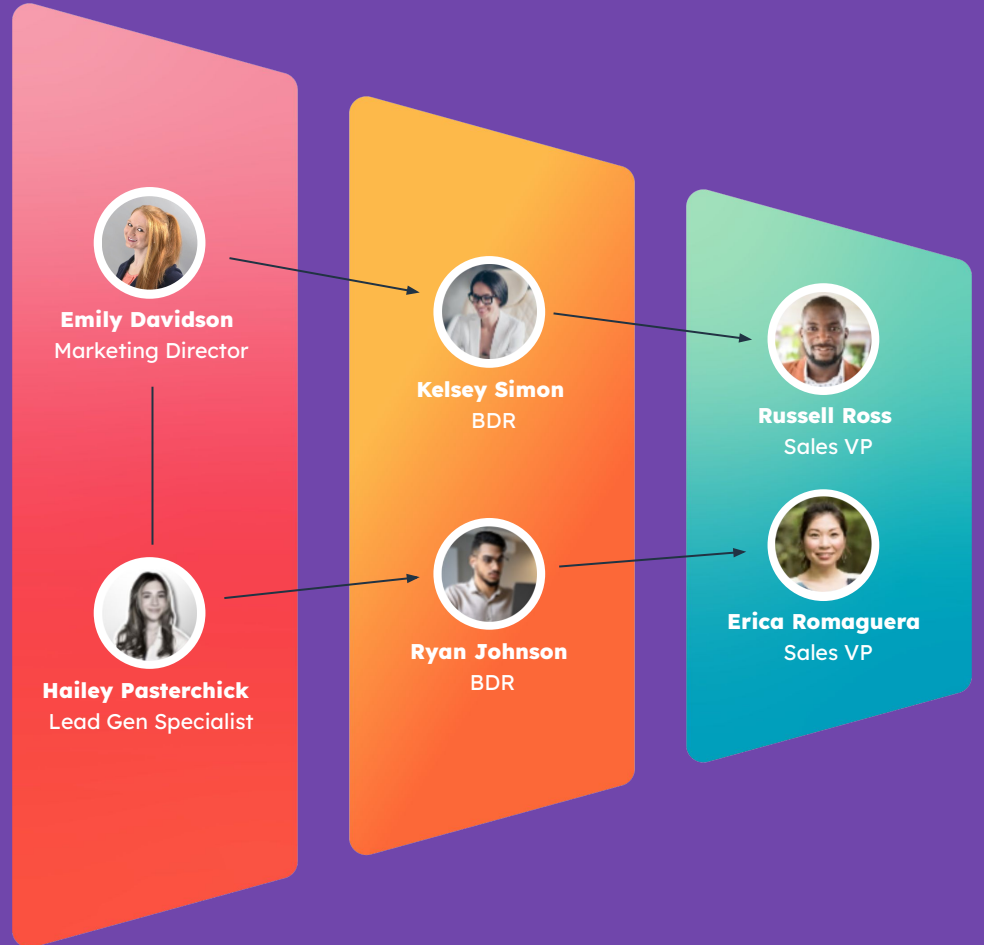


The New Approach

BDRs are increasingly found operating under the Marketing umbrella.

They focus on aligning with marketing campaigns and nurturing prospects through targeted strategies.

There is greater collaboration with their Sales counterparts.



Ok, I know what some of
you might be **thinking** . . .



So let me **debunk** those
common misconceptions



The background features a soft-focus illustration of mountains in shades of blue and purple. On the right side, a hand is shown holding a smartphone, with a large, semi-transparent arrow pointing towards the left, symbolizing direction or focus. In the bottom-left corner, there is a small cluster of green plants with yellow flowers.

**“Marketing doesn’t
understand sales”**



Misconception

“Marketing doesn’t understand sales”

Reality

Marketing and Sales often have **shared goals** and can work together effectively when there is clear communication and alignment.

The result? Integrating BDRs into the marketing function can lead to a **deeper understanding** and more **cohesive strategies** .

**“Marketing will
embellish BDR
conversion data”**





Misconception

“Marketing will embellish BDR conversion data”

Reality

Marketing teams are committed to data integrity.

Transparency & collaboration between Sales and Marketing help ensure that conversion data is reported **more accurately** .

**“Marketing will
ruin the order of
operations”**





Misconception

“Marketing will ruin
the order of
operations”

Reality

Marketing **streamlines** and **enhances** operational efficiency by integrating strategic processes and clear communication.

**“There’s no way
BDRs will embrace
marketing”**





Misconception

“There’s no way
BDRs will embrace
marketing”

Reality

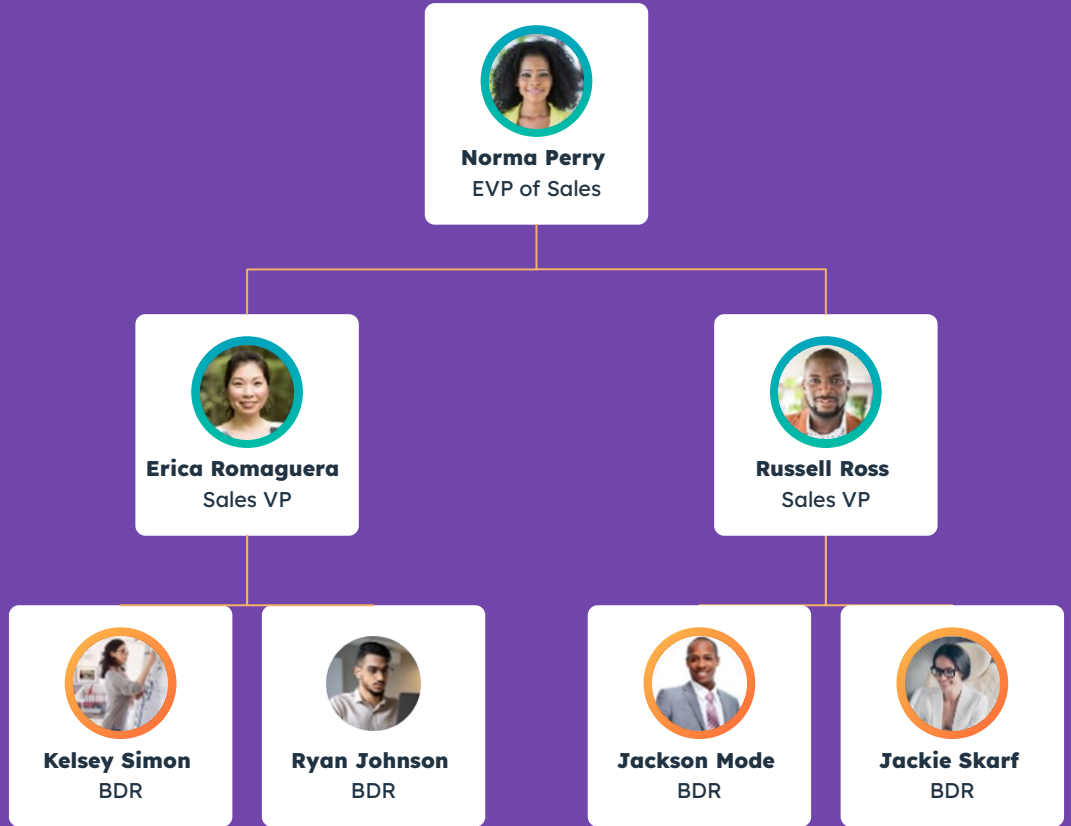
Since Sales is often focused on managing their own pipelines and quotas, BDRs actually appreciate the **intentional time** and **effort invested** in their success.

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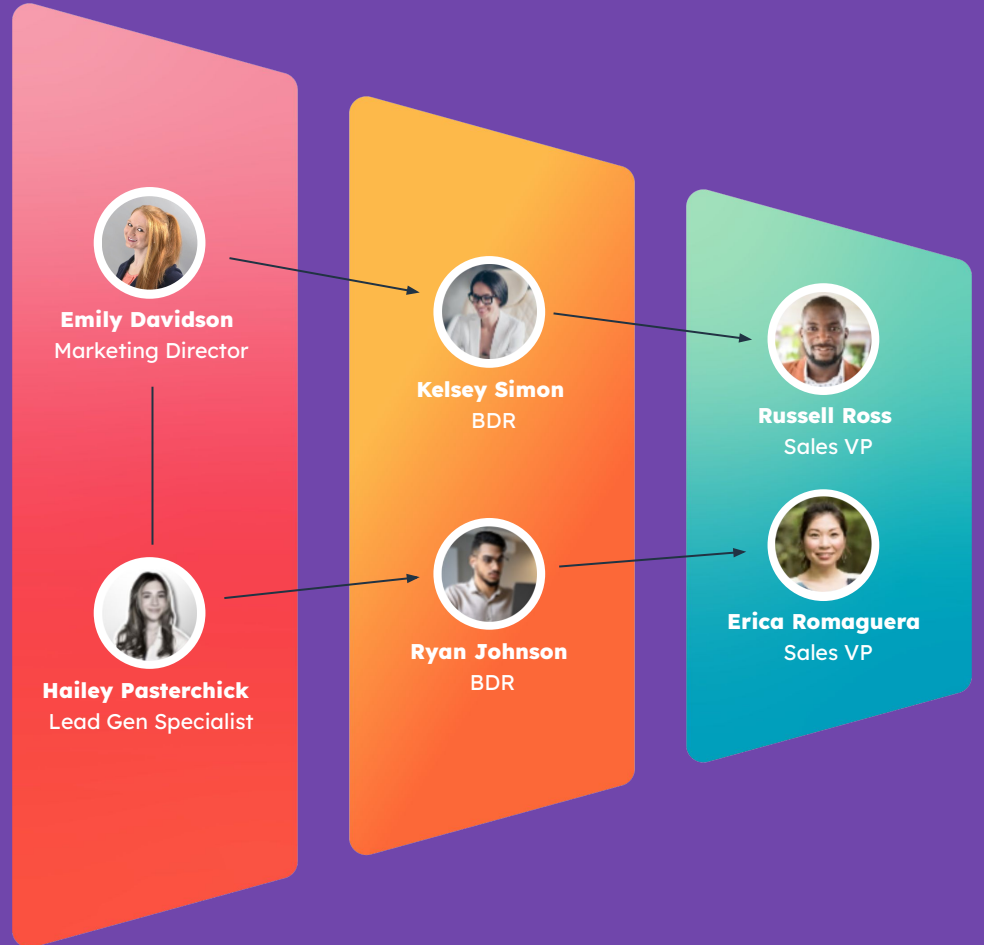


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Unlocking Sales & Marketing Alignment



**Decide if your organization
should make the shift**

**Enhance the role of the
BDR in Marketing**

**Align strategies effectively
within your CRM**

**Evaluate, measure, and
optimize performance**

Step 1:

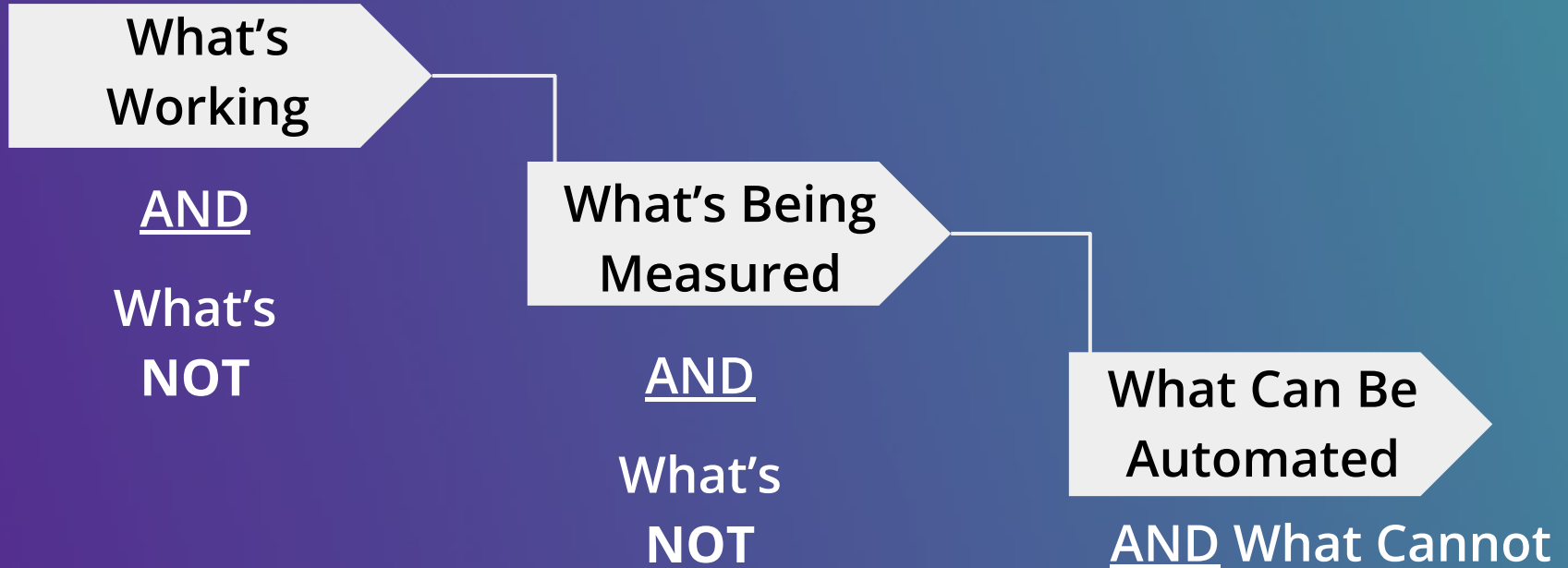
Investigate



Take a walk in your BDRs' shoes



The Goal Is To Understand



The Ultimate Investigation Checklist

Our checklist used to determine if moving our BDRs under marketing was the best approach to solving alignment challenges. Now, **yours for FREE!**

Questions like:

- ✓ Do you know where your pipeline is coming from source-wise?
- ✓ Do BDRs have a role in reaching strategic goals, or are they floating?



Step 2:

Enhance



What BDRs **Need To Shine**

Ownership

Empower BDRs to
take charge of lead
generation



Assurance

Marketing will be
held accountable for
lead quality



Partnership

Shared responsibility
with Marketing to
drive revenue



Shifting The Role of BDRs

From This

To This

Reactive



Proactive

Inbound
-focused

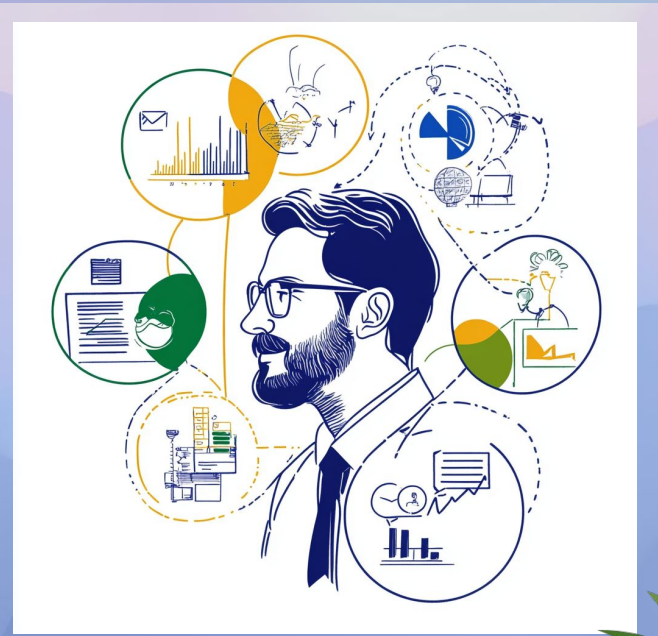


Outbound
-focused

Combative



Collaborative



Step 3:

Implement





Routing MQLs to BDRs

Instead of sending Marketing Qualified Leads (MQLs) directly to the Sales team, they are first routed to BDRs.

The BDRs validate the quality of these leads and pass the hottest ones onto the Sales team.

1.

MQL Scoring MQL = 50

Once an account achieves a score greater than or equal to 50, then they will be marked an **MQL**.

2.

MQL Distribution Assigned to BDRs

Once an account becomes an MQL, they are enrolled in a workflow where they are assigned a **BDR Owner**.

3.

MQL Notification Email & Task

After completing the distribution workflow, an email notification will alert you that you have a **NEW MQL** for outreach.

Prospecting Smarter

Creating a Prospecting Workspace can be a game changer.

It automatically integrates marketing tasks into each team member's workspace, so when they log into HubSpot, they see their emails and tasks in one place.

This clear view of priorities ensures everyone stays aligned and productive.

Prospecting

Summary Leads Schedule Feed

Ryan Johansen
Sandler Systems Inc.

Task Progress Due today ▾

To-dos 1 of 15 completed

Emails 0 of 0 completed

Calls 0 of 0 completed

Meetings Weekly ▾

COMPLETED 0 SCHEDULED 6 NO SHOW 0

Tasks (39)

Tasks due today (14)

- To-dos: 14 to-do tasks
- Emails: You're all caught up on email tasks
- Calls: You're all caught up on call tasks

Start all 14 tasks due today

Overdue tasks (25)

- To-dos: 25 to-do tasks
- Emails: You're all caught up on email tasks
- Calls: You're all caught up on call tasks

Start all 25 overdue tasks

Due tomorrow (0)

You're all caught up on tasks due tomorrow

Engaged leads (7)

7 leads in your pipeline are engaging with you.

Contact engaged leads

6Sense Outbound Sequence

250 contacts enrolled

- Step 1. Automated email: 22 emails will be sent for you
- Step 2. To do: 12 to-do tasks due today, 20 overdue

See all 6Sense Outbound Sequence activity

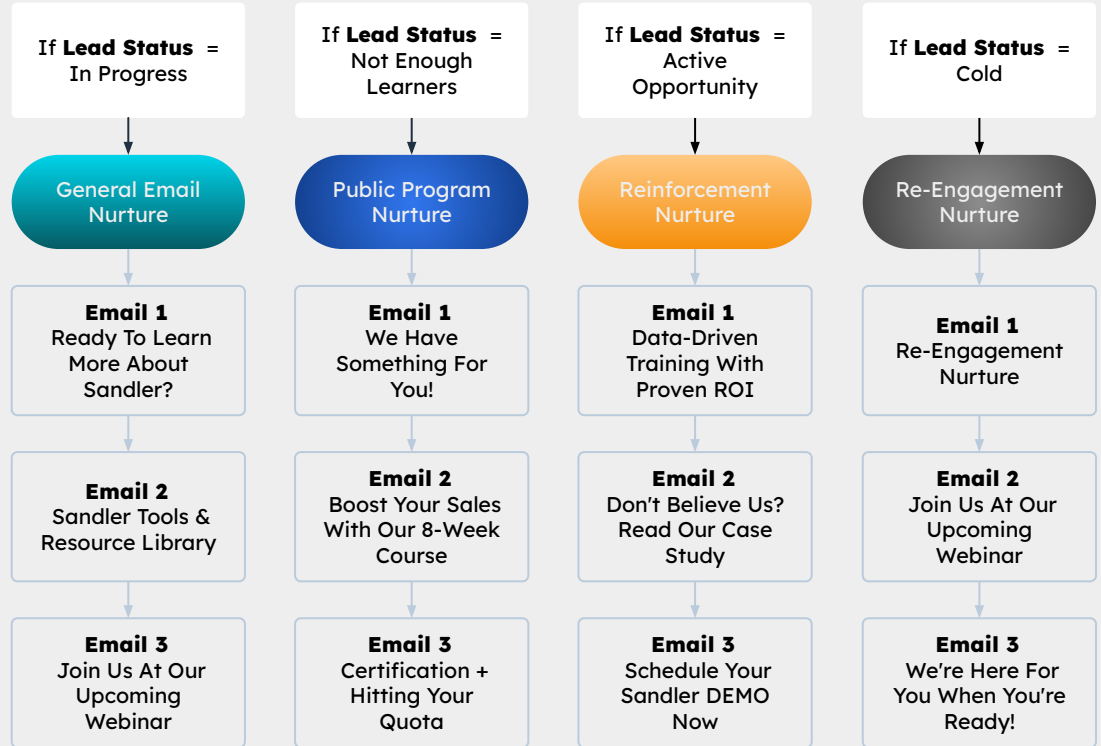
MARDREAMIN'

Enhanced Personalization

By implementing feedback with workflows, Sandler effectively tailors its approach based on **Lead Status**.

This allows for targeted content delivery and nurturing, ensuring that workflows are used continuously throughout the customer journey rather than just at top of the funnel.

Check out some of the sample personalized flows we have created>>



Implementing Effective Sequences

NEW THREAD Sales Performance Challenges in 2024

97 Sends 48% Opens 28% Clicks 1% Replies 0% Meetings

Contact: First name ,

Sales performance has been top-of-mind for a lot of business leaders I've spoken with this year.

Many are concerned that performance has either stalled or declined, leaving them confused since new technology should, in theory, be making their organization more efficient.

We have seen a few members of Contact: Company name look up solutions for [INSERT SEARCH TERM] and [INSERT WEBSITE PAGE TOPIC] from Sandler so I thought it made sense to connect with you to see if we could help.

If Contact: Company name is struggling in this area, use my calendar below to find a time that works for you to connect:
[Book A Meeting](#)

Warm regards,

Personalization



Video Messages

Implementing Effective Sequences

1. Automated Email - Day 1

Version A - Sandler | BDR | Sales In An AI/Tech World | Email 1

AI-Powered Sales Strategy: **Contact: Company name**

0	0%	0%	0%	0%
Sends	Opens	Clicks	Replies	Meetings

Hi **Contact: First name**,

How is AI impacting your sales strategy in 2024?

In all honesty, I've seen **two (2)** ways that AI has transformed large-scale organizations:

A) Tech Stack: They have felt pressure to find the perfect combination of AI and technology to solve their sales challenges.
A) Tech Integration: They have started testing every new AI software available to see if it can streamline sales efforts.

While technology and AI are both critical to the future of sales - At Sandler, we know it's less about the tools themselves and more about **how your sales team uses them**.

To help your sellers level-up their prospecting, download our ultimate ChatGPT prompts guide today:
[20 Tested ChatGPT Prompts for Salespeople](#)


Let me know if you have any questions!

Warm regards,

Personalized Emails

Hit Sales Quotas With Confidence

[Book A Meeting](#)

 **Kelsey DeSimone**
Hi Emily,

Does hitting your sales quota feel like winning the lottery?

There's a better way to approach meeting those targets. Sandler Sales Training equips your team with the skills they need to close deals and meet revenue goals – consistently.

Ready to learn more? Let's set up a time to talk.
[Book A Meeting →](#)

LinkedIn InMail

The Ultimate Sequences Package

Our Sequences has been tested, tried, and honed over the past two years. They are now available for you use, customize, and implement in your organization. **Scan and download now!**

Sequences for:

- ✓ Customer Retention
- ✓ Leadership Development
- ✓ Sales Success In Modern Times
- ✓ Future of Sales In AI/Tech World
- ✓ Redefining The Sales Process



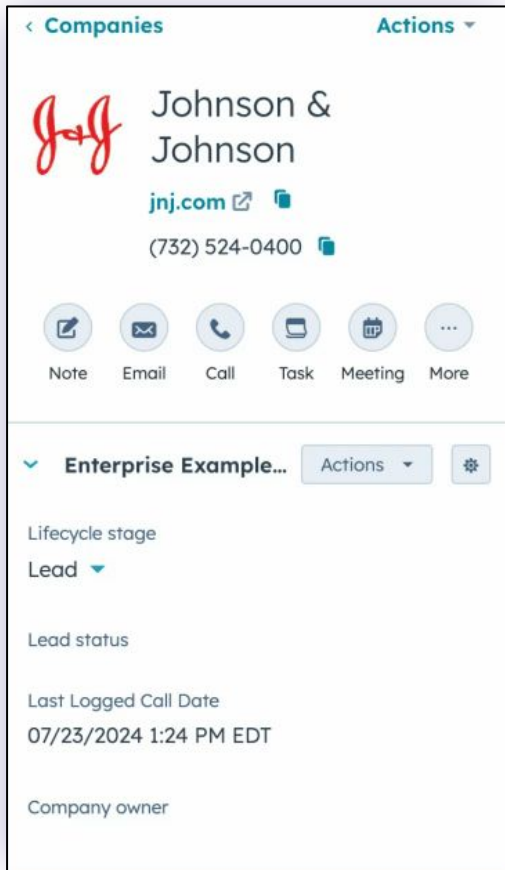
Download Today!



Establishing A Feedback Loop

We recommend that you set 3-4 properties that your BDRs can easily fill out for different scenarios.

- ✓ **Lead Status**
- ✓ **Lifecycle Stage**
- ✓ **Discovery Call**
- ✓ **Company Owner**



The screenshot displays a CRM interface for a lead card. At the top, there are navigation elements: a back arrow, the text "Companies", and an "Actions" dropdown menu. The lead card itself features the Johnson & Johnson logo in red script, followed by the company name "Johnson & Johnson" in a sans-serif font. Below the name are the website "jnj.com" with an external link icon and a phone icon, and the phone number "(732) 524-0400" with a phone icon. A row of six circular icons represents actions: Note (pencil), Email (envelope), Call (phone), Task (notepad), Meeting (calendar), and More (three dots). Below this row is a section header "Enterprise Example..." with an "Actions" dropdown and a settings gear icon. The main body of the card contains several fields: "Lifecycle stage" with a value of "Lead" and a dropdown arrow; "Lead status" (empty); "Last Logged Call Date" with a value of "07/23/2024 1:24 PM EDT"; and "Company owner" (empty).

Step 4:

Measure



Generating Real Growth



80%

Increase in Marketing
Pipeline Attribution



60%

Increase in MQL
to SQL Conversions



67%

Increase in SQLs per
Month Passed to Sales



\$6.8M

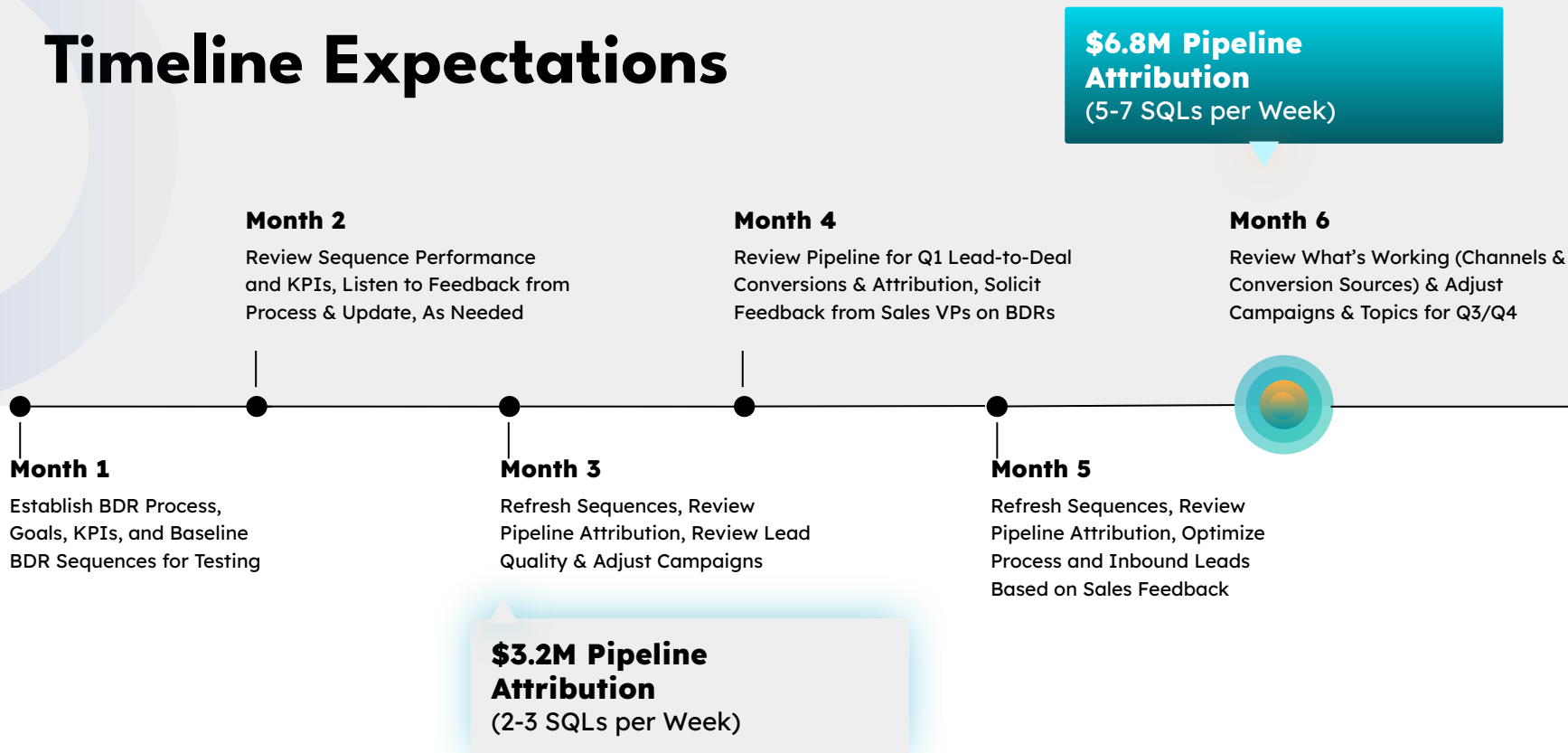
Active Pipeline
Attributed to
Marketing & BDRs



100%

Visibility to Customer
Journey Through the
Funnel

Timeline Expectations



Thank You!

