Category

Commercial Excellence

Sales Development & Pipeline Creation Excellence Playbook

Building an SDR function measured on qualified pipeline created, not just activity volume

- Practitioner
- Intermediate
- Template Included

- Administrator
- 25 February 2022
- 3 minute(s)

Overview

A framework for sales development representative (SDR) function excellence and pipeline creation — measuring and managing SDR performance around genuine qualified pipeline contribution, avoiding the common failure mode of SDR functions optimized for activity volume metrics that don't correlate with actual pipeline quality or conversion.

Isn't measuring SDR activity volume (calls made, emails sent) a

reasonable way to manage sales development performance? Activity volume is easy to measure but doesn't necessarily correlate with genuine pipeline quality — an SDR function optimized purely for activity volume can produce high call and email counts without

corresponding genuinely qualified pipeline, missing the actual business outcome the function exists to deliver.

What's a more meaningful SDR performance metric than raw activity

volume? Qualified pipeline created and its downstream conversion rate — this measures whether SDR activity is actually producing genuinely valuable opportunities, not just whether activity volume targets were hit regardless of resulting pipeline quality.

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