

# Sales Development Representatives and Pipeline Generation



The frontline of outreach to potential new customers, Sales development representatives (SDRs) take on the pivotal role of helping turn leads into consistent revenue. How do sales professionals rate the effectiveness of the SDRs on their sales team? Where did the best ones come from, and what criteria determines their best leads?

## One-Minute Insights:



Overall, organizational pipeline generation efforts are rated very or somewhat effective.



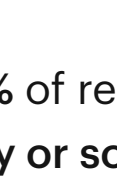
Sales managers report that the best SDRs at their organization came from a similar SDR job at another company.



The vast majority of SDRs report to sales, followed by marketing.



LinkedIn messages account for just 17% of net-new leads.



Market competition is the most commonly cited challenge to generating new pipeline.

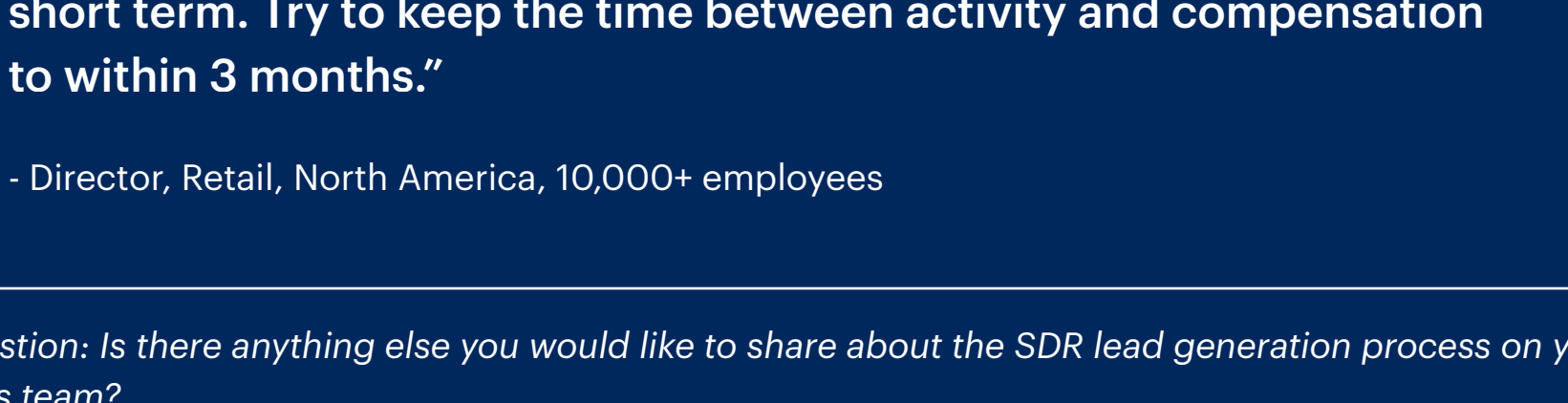
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Data collection: July 18th - August 1st, 2023

Respondents: 100 sales managers, directors, VPs and C level executives

## Most managers rate their organizational pipeline generation and SDR prospecting as effective

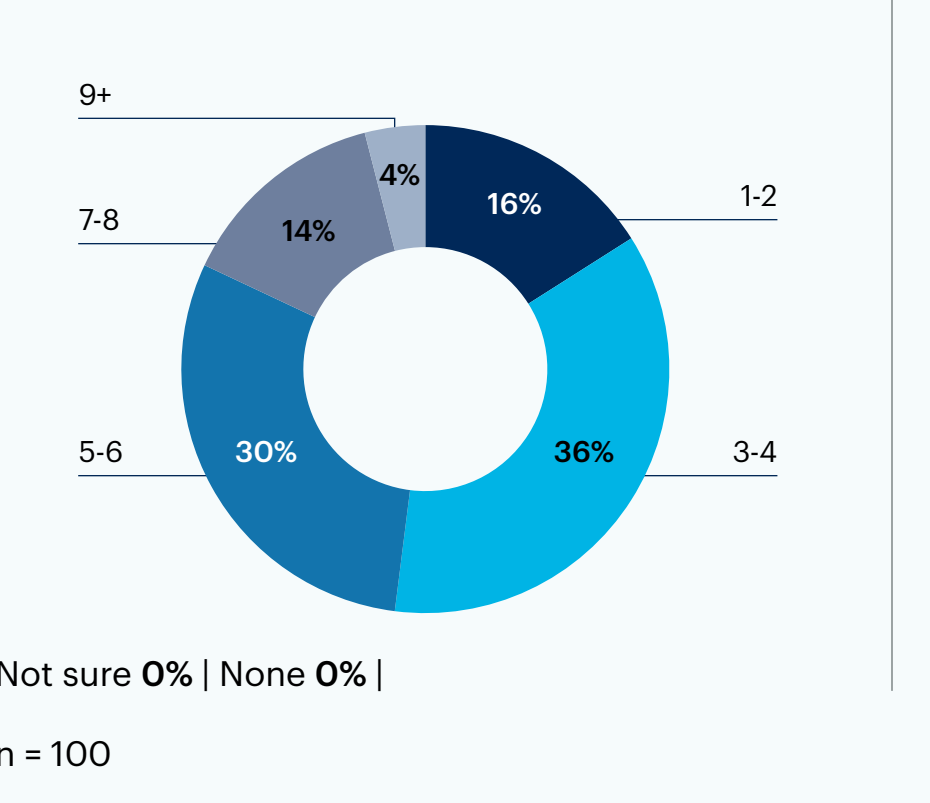
92% of respondents rate the effectiveness of their sales pipeline generation efforts as **very or somewhat effective**.



**"Motivation is most powerful when the benefits are received in the short term. Try to keep the time between activity and compensation to within 3 months."**

- Director, Retail, North America, 10,000+ employees

Question: Is there anything else you would like to share about the SDR lead generation process on your sales team?



Similarly, **88%** rate their organization's SDR teams' prospecting activities as **very or somewhat effective**.

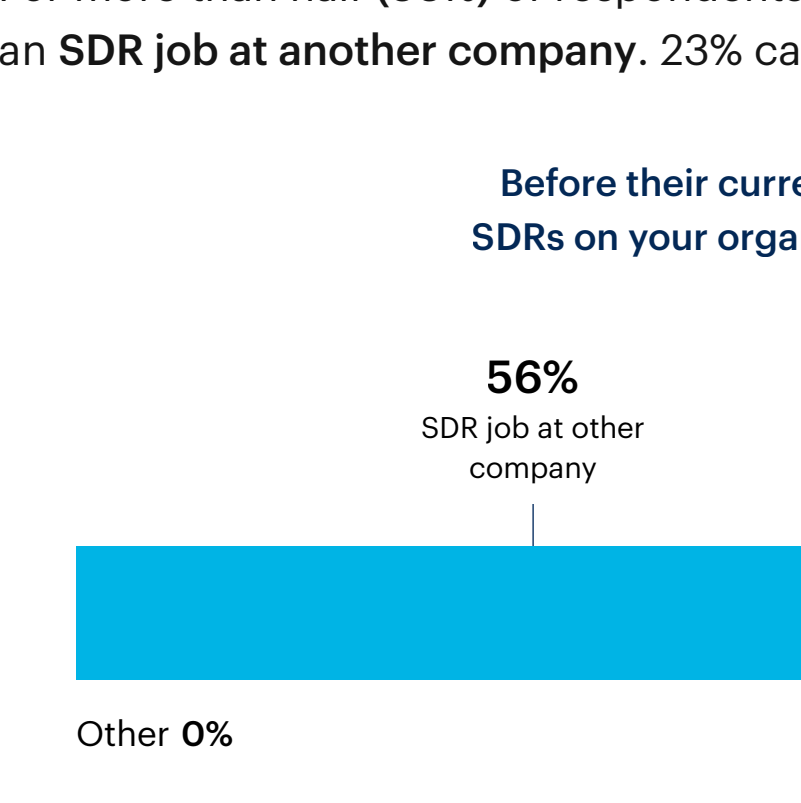
How do you personally rate the effectiveness of your organization's SDR teams' prospecting activities to generate new pipelines?

| Very ineffective 0% | Not sure 0% |

n = 100

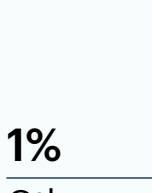
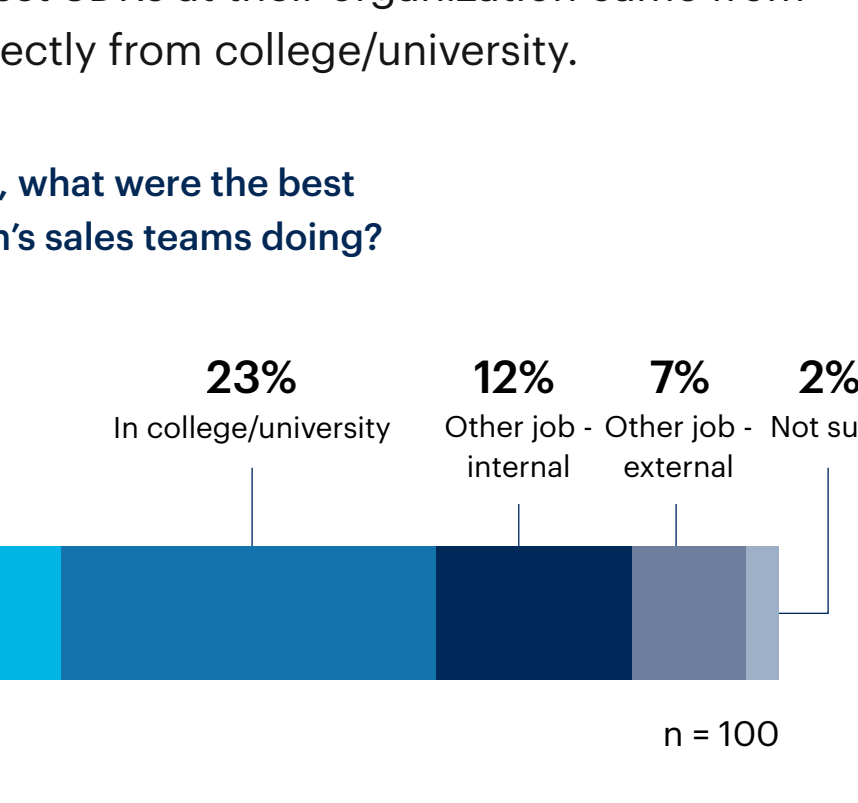
Two-thirds (**66%**) of respondents report that managers at their organization have **three to six SDRs who report to them**.

On average, how many SDRs report to each manager at your organization?



The most commonly cited team that SDRs report to is **sales (92%)**, followed by **marketing (72%)**.

Which team(s) do your organization's SDRs report to? Select all that apply.



**"A lead score doesn't need to be set in stone and often works best when there's a regular cadence for bi-directional feedback. That way, the SDR team has a productive outlet to discuss lead quality and marketing can monitor follow-up time and follow-up content."**

- Director, Retail, North America, 10,000+ employees

Question: What is the best way to respond to, and coach up, an SDR after receiving a low-quality lead?

## Email is still generating the most new leads, but phone calls aren't dead

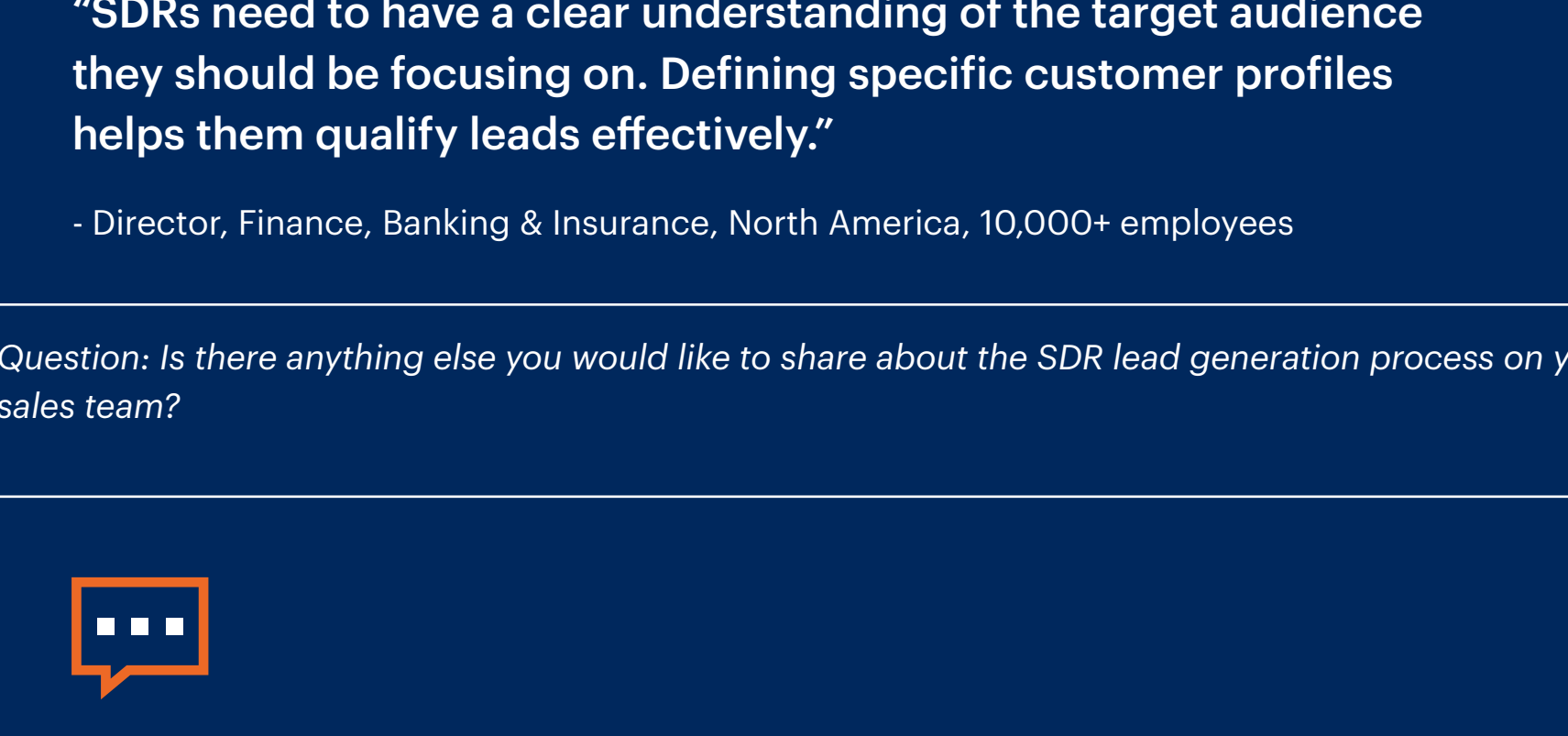
For more than half (**56%**) of respondents the best SDRs at their organization came from an **SDR job at another company**. 23% came directly from college/university.

Before their current role, what were the best SDRs on your organization's sales teams doing?



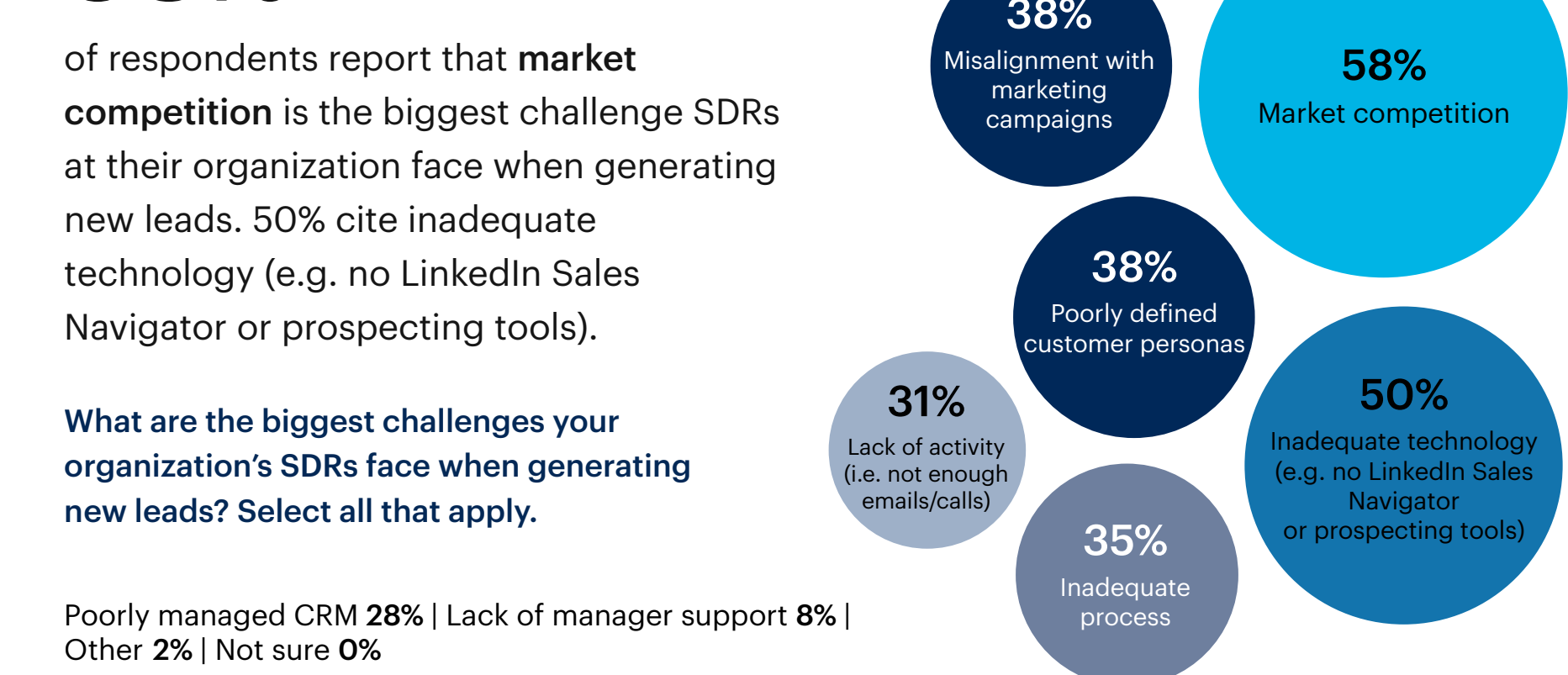
SDRs use **emails (39%)** and **phone calls (20%)** to generate the most net new leads.

At your organization, where do SDRs generate the **MOST** net-new leads?



**Understanding prospect pain points (68%)** and the **prospect confirming interest (61%)** are the two most commonly selected criteria used to determine if a lead gets passed to a sales representative.

What are the top criteria used to determine if a lead gets passed to a Sales Representative? Select all that apply.



**"SDRs need to have a clear understanding of the target audience they should be focusing on. Defining specific customer profiles helps them qualify leads effectively."**

- Director, Finance, Banking & Insurance, North America, 10,000+ employees

Question: Is there anything else you would like to share about the SDR lead generation process on your sales team?



**"[The] SDR world is tough with complicated and highly technical sales. Customers will not talk to an SDR if they aren't consultative. Yet their role is to set up appointments for reps. It is a no win most of the time. This is why we will get tools for the Territory managers to actually do their own hunting."**

- Director, Telecommunications, North America, 1,001-5,000 employees

Question: What is the best way to respond to, and coach up, an SDR after receiving a low-quality lead?

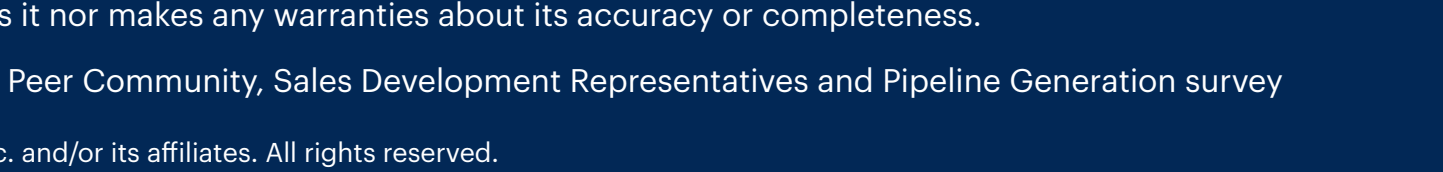


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## Respondent Breakdown

Region



Job Level



Note: May not add up to 100% due to rounding

Company Size



Question: Define a Sales Development Representative (SDR) as a role that focuses on outbound lead generation activities to find net-new prospects. In your current role, do you manage a team of SDRs or work closely with any SDRs?

Respondents: 100 sales managers, directors, VPs, and C level executives



97% Yes



3% No