

What Is An **SDR?**

Sales Development Representative
A Quick Guide for Business Owners

Presented To

Business Owners & Founders

SNAPSCRIBESDR

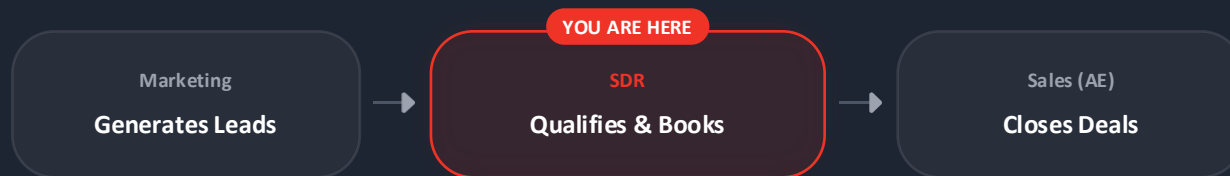
SDR: The Definition

Sales Development Representatives are the specialized "hunters" of the sales world.

“ Plain English Definition

An SDR turns interest into qualified meetings. Their job is to start conversations with strangers and determine if they are a good fit before passing them to a closer. a closer.

Where They Fit



✗ What They Don't Do

They typically do **not** negotiate pricing.

They do **not** sign the final contract.

They do **not** manage the account after the sale.

🎯 Success Metrics (KPIs)

Qualified Meetings ✓

Pipeline Created (\$) ✓

Speed to Lead ✓

What SDRs Do **Every Day**

The core activities that turn cold interest into qualified sales opportunities.



1. Respond to Inquiries

Speed is critical. SDRs monitor inboxes and chat channels to reply to new leads immediately, catching prospects while their interest is highest.



2. Research Prospects

Before reaching out, they analyze company websites, LinkedIn profiles, and news to understand the prospect's specific context and challenges.



3. Qualify Leads

Determining if a prospect is a good fit based on budget, authority, need, and timing (BANT) before passing them on.



4. Personalize Outreach

Crafting tailored messages that speak directly to the prospect's pain points rather than sending generic, templated spam.



5. Book Meetings

The ultimate goal. Scheduling a confirmed time for the Account Executive (closer) to demo the product and close the deal.

Why Companies Need SDRs

Speed to lead is the single biggest predictor of sales success. The data proves it.


3x

More likely to qualify a lead when responding in **<5 min**


391%

Higher conversion rate when responding in responding in **<1 min**


80%

Of leads are lost when response time exceeds **5 min**

How AI Is **Transforming** the SDR Role

i Note: AI doesn't replace your team—it handles the repetitive work so humans focus on high-value closing.

Metric	Human SDR	AI-Augmented SDR 
 Response time	2 – 24 hours	<60 seconds
 Availability	Business hours	24/7/365
 Lead research	Manual, slow	Automatic in ~30s
 Personalization	Inconsistent	Every message, at scale
 Capacity	~200 convos/mo	Effectively unlimited
 Handoff	Varies by person	Structured, consistent