

Improving the SDR Reach

As prospects have become more sophisticated in avoiding SDR calls, especially with the advent of work from home, it is necessary to employ more sophisticated strategies than simply dialing a number and hoping that someone picks up.

Below are some strategies that can be employed to improve the reach rate of an SDR:

Spoofing: A powerful way to increase the reach rate is to spoof the prospect. Spoofing is a services which allows the caller to place a telephone call to any US or Canadian number while controlling what phone number is displayed on the recipient's Caller ID. This is completely legal as long as it is not done to cause harm. Spoofing can take many forms. For example, consider calling the prospect using an internal company extension or using the local pizza palor's phone number. Of course, I would never suggest that you find the local elementary school and use their number to call the prospect. Spoofing dramatically increases the chances that the prospect will pick up the phone.

The leading provider of spoofing software is iTellus.com.

Mobile Phone Calling: Today, more and more people are conducting business on their mobile phones. As such, it is no longer out of bounds to call prospects on this device. At a bare minimum, when an SDR or AE speaks with a prospect, his/her mobile number should be entered into the CRM system so it is available to use in the future. It makes sense to use mobile calling as a regular component of the outbound calling flow. There are a number of services that provide mobile phone numbers.

The leading provider of mobile numbers is lusha.com.