How to Succeed in Business Development: Top Tips from Our Team

Handle Objections with Ease

My ability to overcome objections has definitely improved over time. Early on, I figured out what to say…..but now I know how to say it more effectively. I would tell any new SDR that the more you encounter objections, the better you will get. It's one of those things that just gets easier with experience!

Daniel Silva

Continuously Improve

Once a week, I pick one thing to improve, whether it's handling a specific objection, disarming better, or being "quicker on the draw" in conversation. I make an effort to tackle that skill while on the phone with every key player dialogue. It helps me feel more prepared and confident in handling any situation I'm far more articulate because of this commitment to continual practice.

Christine Littlefield

Focus on Quality

I don't focus on 'activity' anymore. I go after MI's (Meaningful Interactions, which is our definition of quality first meetings). At first, I was focused on meeting my round quota. Although this is important, I am more focused on securing MI's and taking my time to do it right.

More isn't always better. Quality first!

Naisson Barton

Sharpen Your Skills

I live and breathe our simulator from about 7:00 AM – 8:00 AM EST. I get in a solid ½ hr to 45 minutes per day. It gets my mind ready to start making calls and prepares me for my first campaign of the day. Not to mention, if there's a campaign that I'm struggling with, it is a solid way for me to become as comfortable as possible.

Jacqueline Braun

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Stay Organized

To start my day, I do a brain dump onto a fresh sheet of paper and this becomes my to-do list for the day. Throughout the day, I'll add goals and notes, mark through things and highlight completed tasks. Anything that's left over gets moved to tomorrow's brain dump. This keeps me organized, and I like to call it my traveling to-do list!

Heather Frady

Learn to "Let it Go"

Just be yourself. Someone might listen to your Value Proposition for no other reason than their favorite nephew's name is the same as yours. It can be that random!

I have a thick Southern drawl. Some people just aren't going to listen to me because of it, and some will keep listening because they have one, too.

You can't do anything about how people connect with or reject you, so just be yourself!

Geoff Smith

Prioritize Your Projects

Being on multiple projects that means you have to remember target number of rounds for each project. I divide my efforts evenly, so that all clients feel the love. I set myself up for success by having my spread mostly covered by Thursday so Friday is a piece of cake!

Mary Van Lerberghe

Stick to a Routine

I start each day with quality time with my family. Then I take a quick walk with the dogs to clear my head, practice in the Simulator for 5-10 minutes, organize my day, and hit the phones! Create a routine that works for you and stick to it, because the repetition gets your mind right as the day begins.

Elyse McDowell

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