

First 90 days as a sales development professional

One of the most exciting experiences an individual can have is determining which career path they want to take and subsequently entering that vocational sector. If you've figured out that you want to work in sales and have recently attained a position as a sales development representative, now is a wonderful time to chart out a plan that will facilitate your professional success. Luckily, there are several strategies you can implement during your first 90 days as a sales development professional to increase your chances of success. Below you'll find some strategies that you can employ:

1. Prepare, Prepare, Prepare.

While the old adage "Luck favors the prepared" may sound trite, it's also true. Individuals who anticipate obstacles and implement strategies that will enable them to operate effectively in new settings typically experience higher levels of success than others. With this reality in mind, make sure that you are doing all that you can to prepare to enter your new position. This can mean anything from reading all of the available literature about your new role to determining which traffic route you can take to avoid being late on your first day. It can also involve getting a facial, manicure, and new outfit if optimizing your appearance boosts your confidence and enhances your interactions with other people.

2. Become A People Person.

Even introverts can attain high levels of success with this strategy. Becoming a people person doesn't mean that you have to be incredibly outgoing or aggressive in the act of approaching others and having conversations with them. It simply means that you can and do get in the habit of interacting with people when opportunities present themselves. This strategy is key for individuals who are entering sales. If you're not already a people person who feels confident getting out and talking to others, start working on strategies that will prove effective for you. This can include anything from taking a public speaking class to improve your impromptu speaking skills to consciously networking with individuals in departments other than your own.

Know that being a people person is about more than getting to know your potential prospects. It's also about getting to know the people on your team. Doing so will help you develop good professional relationships with individuals who will likely be able to assist you in a wide range of subtle and salient ways.

Find ways to attend social events, share a meal, and participate in meaningful work-related conversations that give your colleagues the opportunity to get to know you.

3. Discuss Your Roles And Responsibilities With Your Team Lead Or Manager.

If you're really serious about succeeding as a sales development representative, it's important to discuss your roles and responsibilities with your team lead or manager. Specifically, you need to know what your manager expects of you so that you can begin developing objectives that will empower you to realize these goals.

While the process of getting to know your boss and figuring out how to work well with her or him may seem overwhelming, it doesn't have to be. To simplify the process, consider posing the following questions to your new manager:

- My objectives include A, B, and C. What should I do within this organization to achieve them?
- What are the quantitative and/or qualitative metrics that will be used to evaluate me?
- What goals should I meet in order to attain a promotion within the company?
- What attributes and behaviors do the most successful SDRs within the company possess?

Note that a big key to success in the process of developing a good relationship with your manager is moving beyond the ideology of just "showing up." Rather than just being there, make sure that you are actively engaged during meetings by presenting new questions, actively engaging in existing dialogue, and taking on challenges that pair well with your personal goals or professional objectives.

Remember that while your manager likely has extensive experience in the sales, they cannot empower you to succeed if they lack basic information about who you are as an individual and as a worker. If having regular one-on-one meetings is not already an integral component of your company's culture, do all that you can to make this a central aspect of the way you interact with your manager.

4. Familiarize Yourself With The Company Culture.

Another strategy you should implement to facilitate success during your first 90 days as a sales development professional is familiarizing yourself with the company culture. This step is imperative because no matter how effective you are at your job, your results can diminish substantively if you don't know how to operate within the office setting.

In many cases, companies have their own unique rules regarding everything from what to wear at corporate parties to how late employees can stay in their office. Knowing the spoken and unspoken rules can play a key role in helping you acclimate, build strong relationships with your colleagues, etc. In some cases, you may realize that the company's culture is not conducive to your personal value system and decide to leave. The key here is attaining clarity regarding what the company is about and how they operate so you can determine whether you are a good fit and can operate effectively within specific settings.

5. Shadow Calls With Diligence And Dedication.

Generally, calling prospects is an integral component of the sales process. With this reality in mind, it is important for you to shadow calls to ensure that you know how to complete this part of the business-building process effectively. During your first few weeks, try to listen to as many calls as possible. Pay specific attention to the following:

- How reps open the call
- How reps pitch the business
- How reps respond to objections
- What words, phrases, or offers appealed to the prospect
- Indicators that the prospect was really interested in the product
- What you think the rep could have done to better engage the prospect
- How reps set meetings

6. Learn Which Trigger Events Can Help You Find The Right Prospects.

Various factors stimulate growth in distinct industries, and you should take the time to learn which trigger events facilitate expansion for the organization that you're operating within. Some triggers that sales development representatives have identified as clear shifts that lead to sales/customer acquisitions include:

- Release of new products
- Funding rounds
- A former client obtaining a position with a new target account
- Mergers/acquisitions

Conclusion

Individuals who are serious about attaining high levels of success within the sales organization should know that it is very much possible. One great way to make this happen is by implementing specific strategies that will facilitate growth during your first 90 days in a new position. Utilize some or all of the strategies outlined above to make your success as a sales rep happen!