

30-60-90 Day Plan for Business Development Representative (BDR)

Objective: To provide a clear framework for the BDR's success in the first 90 days, ensuring effective onboarding, contribution to pipeline development, and alignment with Maker's sales goals.

First 30 Days: Onboarding and Foundations

Focus: Learning Maker's product, ICP, sales processes, and tools.

- **Product and Industry Knowledge**
 - Complete training on Maker's platform, including core products and integrations (e.g., Figma, Shopify).
 - Understand Maker's value proposition and how it addresses challenges for mid-market eCommerce brands (\$15M–\$60M).
 - Familiarize yourself with key competitors and the broader eCommerce landscape.
 - **ICP and Messaging**
 - Learn Maker's Ideal Customer Profile (ICP), including SMBs and mid-market eCommerce brands.
 - Review existing outreach templates, pitch scripts, and objection-handling strategies.
 - Start creating personalized drip campaigns based on the research
 - **Tools and Processes**
 - Master CRM tools (e.g., HubSpot) and outbound tools (e.g., Sales Navigator, Apollo).
 - Practice tracking and managing leads, maintaining detailed activity records, and updating pipelines.
 - **Key Deliverables**
 - Build a list of 50-100 potential accounts matching the ICP.
 - Conduct mock calls and email campaigns for feedback from peers or managers.
 - Schedule at least 5 discovery calls with qualified leads.
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Days 31-60: Active Prospecting and Pipeline Building

Focus: Implementing outreach strategies, building relationships, and refining techniques.

- **Outreach Execution**
 - Begin personalized outreach to prospects via email, LinkedIn, and phone.
 - Experiment with multi-channel approaches to engage potential leads effectively.
- **Pipeline Development**
 - Qualify leads through discovery calls to identify their challenges and potential fit with Maker's products.
 - Collaborate with Account Executives to refine lead qualification criteria.

- **Feedback and Iteration**
 - Regularly review outreach metrics (e.g., email response rates, call connect rates) and refine strategies.
 - Participate in coaching sessions to improve pitch delivery and objection handling.
 - **Key Deliverables**
 - Generate at least 10 Sales Qualified Leads (SQLs).
 - Provide weekly reports on activity metrics and pipeline progress.
 - Contribute insights on messaging and ICP to improve outreach effectiveness.
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Days 61-90: Consistent Contribution and Scaling

Focus: Achieving measurable impact and fine-tuning processes for long-term success.

- **Scaling Outreach Efforts**
 - Increase outreach volume while maintaining personalization and quality.
 - Identify new prospecting channels or tactics for improved results (e.g., video introductions or account-based marketing).
 - **Cross-Functional Collaboration**
 - Work closely with marketing to align messaging and leverage inbound leads.
 - Provide feedback on lead quality and collaborate with Account Executives to optimize the sales pipeline.
 - **Performance Optimization**
 - Analyze past outreach performance and make data-driven adjustments to improve conversion rates.
 - Refine understanding of Maker's products, customer pain points, and competitive positioning.
 - **Key Deliverables**
 - Generate a total of 25-30 SQLs by Day 90.
 - Book 15+ qualified meetings for Account Executives.
 - Develop a personalized outreach strategy for key accounts.
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Long-Term Success Indicators

By the end of the 90 days, the BDR will:

- Be fully onboarded and confident in engaging with Maker's ICP.
- Consistently contribute to the pipeline by generating high-quality SQLs.
- Have a clear action plan for continuous improvement in outreach and lead generation efforts.

