

The background of the image is a scenic landscape featuring a paved road that curves through a dense forest of evergreen trees. In the distance, a large, rugged mountain peak with visible geological strata rises against a clear sky. The overall color palette is muted, with greens, greys, and blues, creating a professional and naturalistic atmosphere.

# THE SALES DEVELOPMENT SUCCESS PLAN

How to Build your Sales Development Success Plan  
and Crush your Sales Targets

SalesLabs

# The T-shaped Sales Development Model™



# Insights & Actions

<b>The Sales Development Success Plan</b>			
Network   <b>ICP Identification</b>			
Outreach   <b>Trigger identification</b>			
Content   <b>Experimentation</b>			

Network Building

# IDENTIFY YOUR ICP

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# The ICP Matrix

	Vertical #1	Vertical #2	Vertical #3
Primary Target			
Champion			
Influencer Pool			

# FIND TRIGGERS

# The Trigger Table™

	<b>Individual Triggers</b>	<b>Persona Triggers</b>	<b>Account Triggers</b>
<b>Vertical #1</b>			
<b>Vertical #2</b>			
<b>Vertical #3</b>			

# EXPERIMENT



# The Prospecting Experiment Canva™

	Description	Metric	Assumption	Pass/Fail
Experiment #1				
Experiment #2				
Experiment #3				

**Notes**