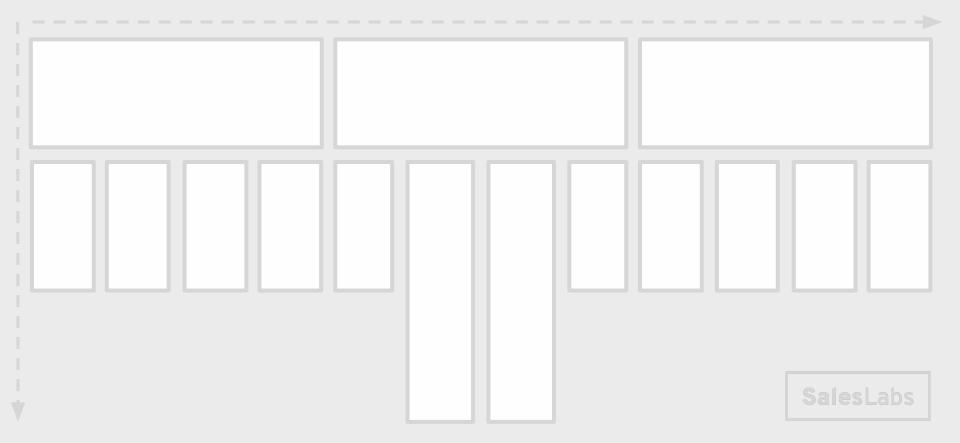
# THE SALES DEVELOPMENT SUCCESS PLAN

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



### The T-shaped Sales Development Model<sup>™</sup>



## **Insights & Actions**

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



Network Building

# **IDENTIFY YOUR ICP**



#### The ICP Matrix

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



# Outreach getAttribute(" place quervSelectorAl function(a,b){return"undefined"!=typeof b.getElemen: id='"-\-"-\r\\' msallowcapture=''><option selected=''></option></select>",a.querySelectorAll("[msallowcapture] [id~="-u-"-]").length||q.push("~="),a.querySelectorAll(":checked").length||q.push(":checked"),a.querySelectorAll querySelectorAll("[name=d]").length&&q.push("name"+L+"\*[\*^\$]!~]?="),a.querySelectorAll(":enabled").length||q.push chesSelector))&&ia(function(a){c.disconnectedMatch=s.call(a,"div"),s.call(a,"[s!='']:x"),r.push("!=" a,d=b&&b.parentNode;**return** a===d||!(!d||**1!==d.node**Type||!(c.contains?c.**contains** SOFT SalesLabs

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## The Trigger Table™

	Individual Triggers	Persona Triggers	Account Triggers
Vertical #1			
Vertical #2			
Vertical #3			



# EXPERIMENT



## The Prospecting Experiment Canva™

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

Notes

