



MY
SALES
COACH

State

of SDR

Q4 2023

The illuminating results
from **1069** SDRs

Who are we?



At MySalesCoach,

We help sales teams and aspiring, coachable reps reach their true potential with expert, 1:1, frequent coaching - as a subscription.

We personally match reps to an expert coach who has **walked in their shoes** and is the perfect fit for them as an individual - to drive them towards success in their career and keep them accountable.



Average feedback score from our coaching sessions

After choosing their expert coach, each rep can book confidential 1:1 sessions with their own personal coach to help achieve their personal growth plans - delivering tactical ideas and expertise, mindset and support, and coaching of calls and conversations.

Coaching reps at organisations including:

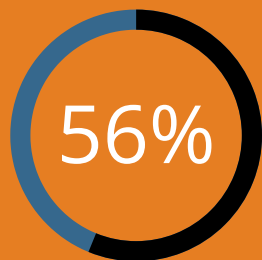
We have **expert sales coaches around the globe** who are specialists for every role - SDRs, AEs, Sales Managers and Leaders and Customer Success teams



How do they feel about their Role?



only 1/12 Describe their SDR role as 'very fulfilling'



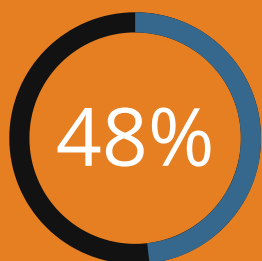
Are unfulfilled or only 'somewhat' fulfilled in their SDR Role

And for a role that requires passion, grit and resilience... this is an underwhelming response.

Only 10%

Don't believe they'll be in Sales in 5 years time

The vast majority are committed to their career in Sales, so should be invested in

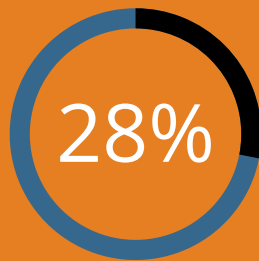


But they aren't so sure about their employers...

So although they're sure about Sales as a career, 48% said they don't feel like they'll be with their employer in 12 months... ouch.



3/4 of SDRs who receive frequent, high quality coaching feel fulfilled (very/pretty fulfilled)



Never Get Coached

Despite all the benefits of coaching for the individual and the positive effect on company results, a lot of these SDRs never or almost never get coached.

82%

Want More Coaching

A whopping 82% of SDRs want more coaching - even those who are hitting target and get frequent, high quality coaching want **more**.

x2+

More likely to stay with their current employer

If they receive high quality, frequent coaching.

What else do they say about coaching?

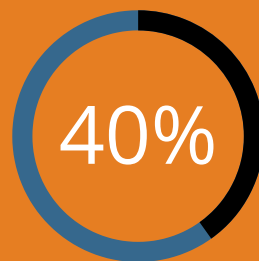


Rate their coaching as 'Low Quality'

Half of these SDRs rate the coaching they get in their current role between 0-6 out of 10...



only 1/5 of these SDRs rate the quality of the coaching they receive 9-10 out of 10



Say 'Lack Of Coaching' is in their top 3 challenges

The only challenge that ranked higher was high performance targets & expectations... Coaching can help with those...

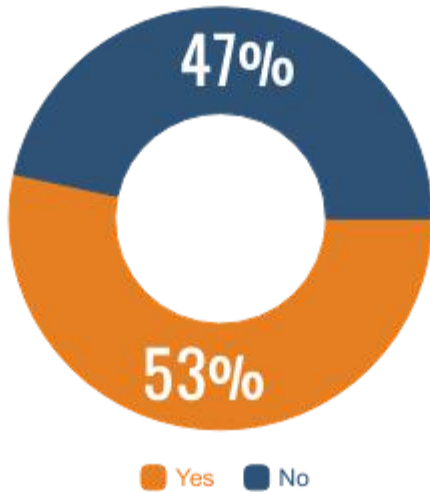
only 34%

Of those who never/almost never get coaching think they will still be with their company in 12 Months time.

Who took part in the survey?

We Asked:

Is this your very first role as an SDR?



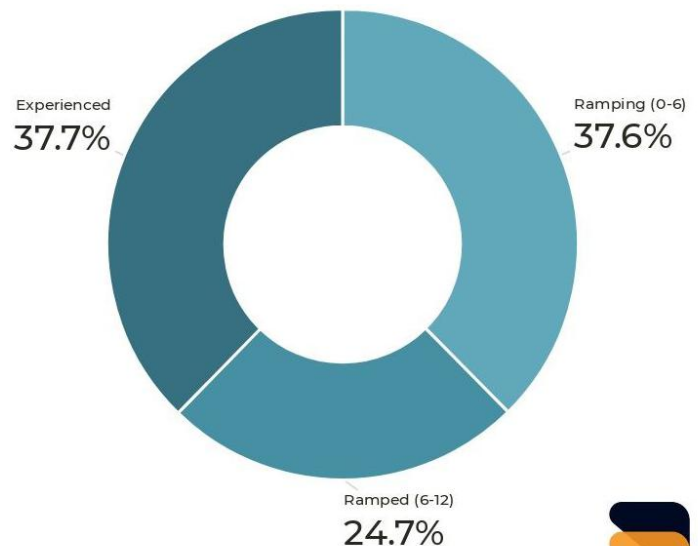
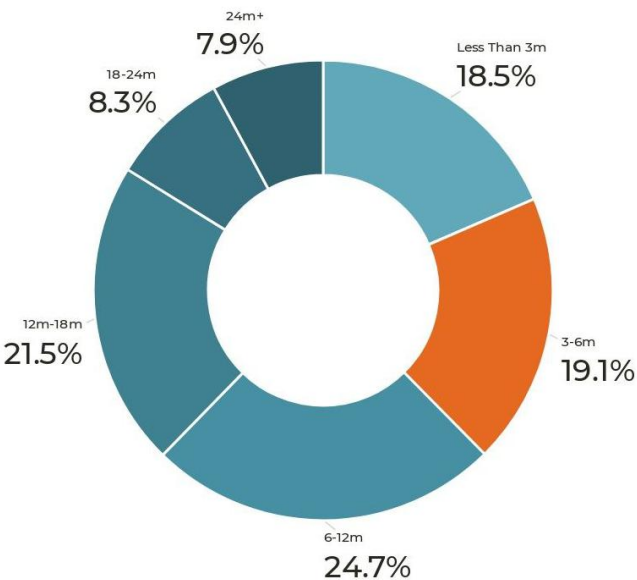
A mixed bag of newbies and more experienced SDRS.

53% of people who took part are in their first ever SDR role.

Let's break it down further...

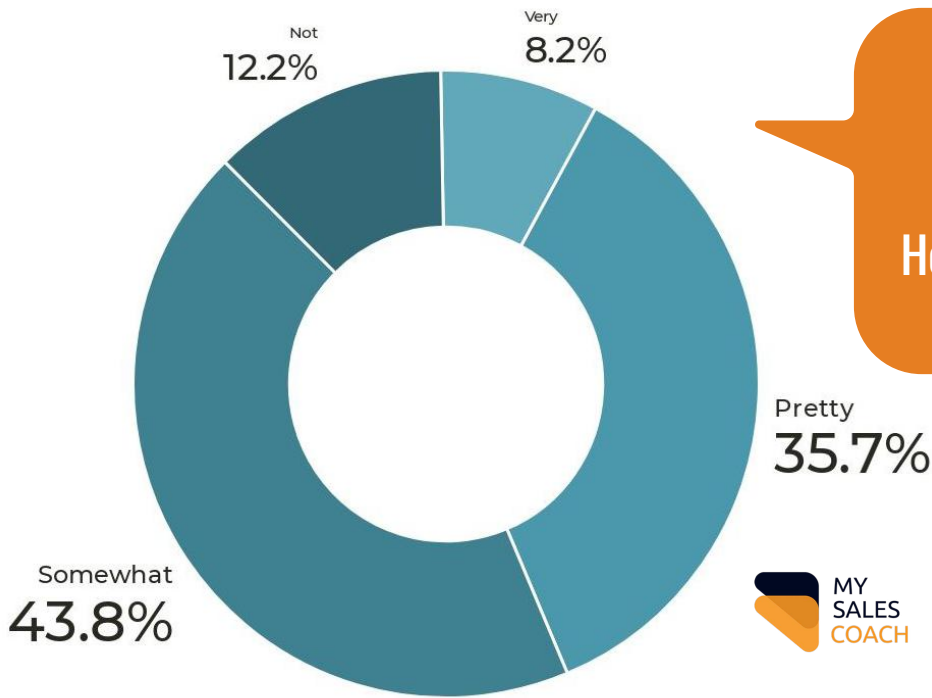
We Asked:

How long have you been in your current role as an SDR?

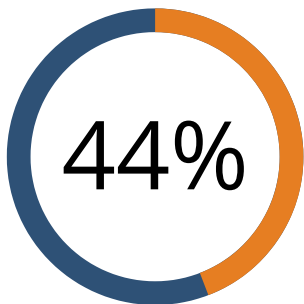


We Asked:

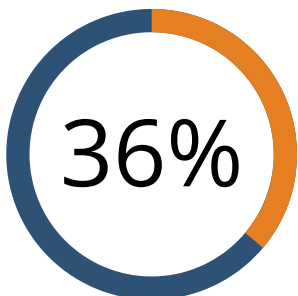
How fulfilling do you find your role as an SDR?



Mostly 'somewhat' or 'pretty' fulfilling... this feels quite underwhelming.
How fulfilling would you say you find your role?



Find their role as an SDR only 'somewhat' fulfilling



Find their role 'pretty' fulfilling...



only 1/12 of these SDRs find their role as an SDR 'very fulfilling'



We Asked:

In your opinion, is the role of an SDR getting easier, staying the same, or getting harder?

Easier?
10%

Staying The Same?
23.2%

Harder 
66.5%

SDRs believe Sales is getting harder.

What worked yesterday, doesn't work today.

SDRs need more support and coaching than ever before, but who has the spare time to give them the extra coaching they crave and deserve to be successful?

We Asked:

What are your most likely aspirations for your next career step?

Possibly unsurprising that the majority of these SDRs can see their future as an AE

What are your company doing to ensure these people are on a plan to achieve their goals?



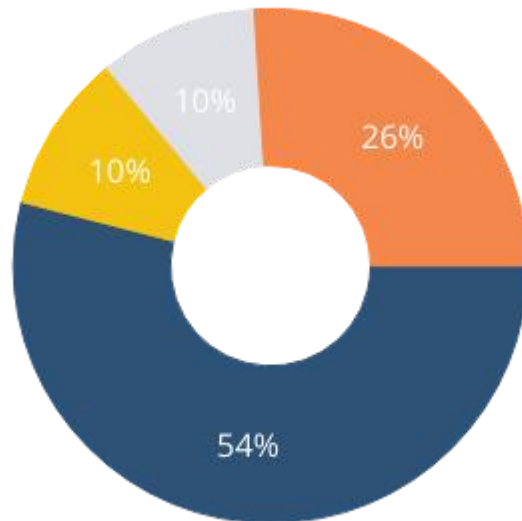
Do we help to educate our SDRs on some of their viable career opportunities like Customer Success, Sales Enablement or Rev Ops?

We know that the jump from SDR to AE is something that many SDRs see as their next step, but as leaders we know this step is a difficult one and requires the learning of many more skills...

Who is supporting these SDRs in your company to achieve their potential and to get that promotion? Who is keeping them accountable to success?

We Asked:

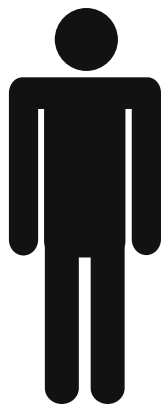
Do you think you'll be in Sales in 5 years time?



■ Yes ■ No ■ Too Early to say ■ Unsure



Only
10%



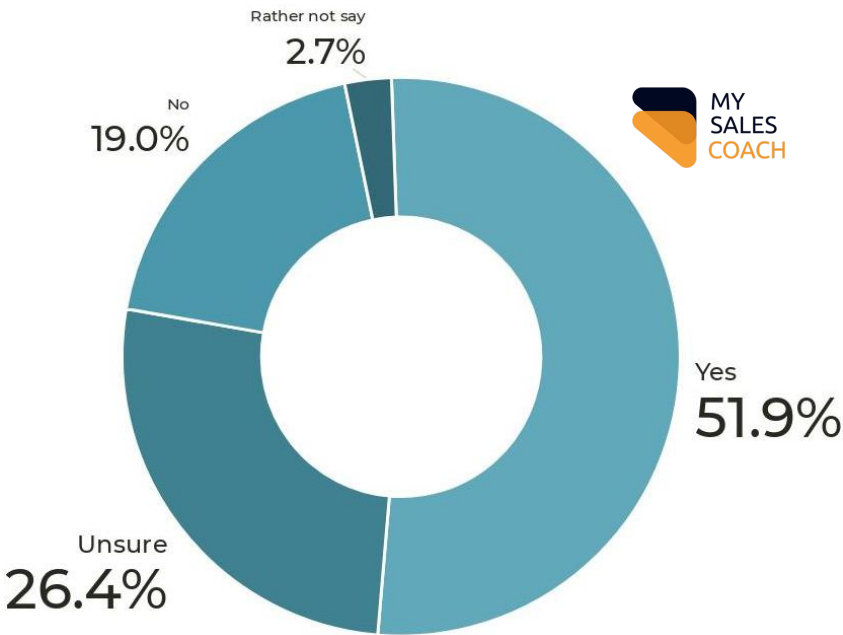
THINK THEY WON'T BE IN
SALES IN 5 YEARS

The SDRs who took part in this survey **see a future career in Sales...** We wondered whether this was due to them being happy at their company...



We Asked:

Do you think you'll be with your current employer in 12 months time?



A worrying result for managers and leaders here...

Although the SDRs who took this survey do see a long term future career in sales, only half of them see their short term future with their current employer.

What does this mean for you?

It is normal in Sales to lose SDRs - some just don't work out, sales isn't for them... but for half of your SDRs to choose to leave your company for another Sales team... That could raise some questions.

Are your company prepared for half of your SDR team to choose to leave your company in the next 12 months?

Conclusion: What can we learn from this data?

Just over half of these SDRs are in their first SDR role, the rest have been an SDR before...

They're quite underwhelmed with their role... Feeling 'somewhat' to 'pretty' fulfilled...

Although the vast majority believe they will be in Sales in 5 years time...

They're feeling like sales is harder than ever before, and is getting harder every day...

48% are unsure or definitely won't be with their current employer in 12 months time

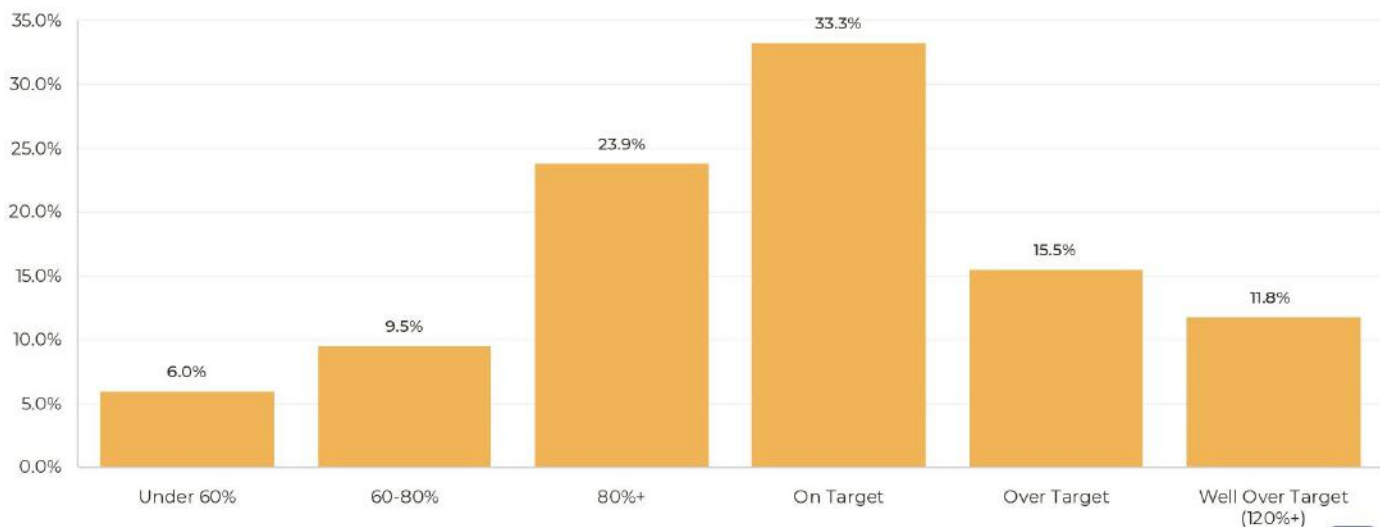
The question is...

WHY?

Are these SDRs hitting the targets set for them by their company? Could that be a contributing factor? So we asked...

We Asked:

Are you personally year to date in 2023 based on targets set by your organisation on target?



So... what does this data tell us?



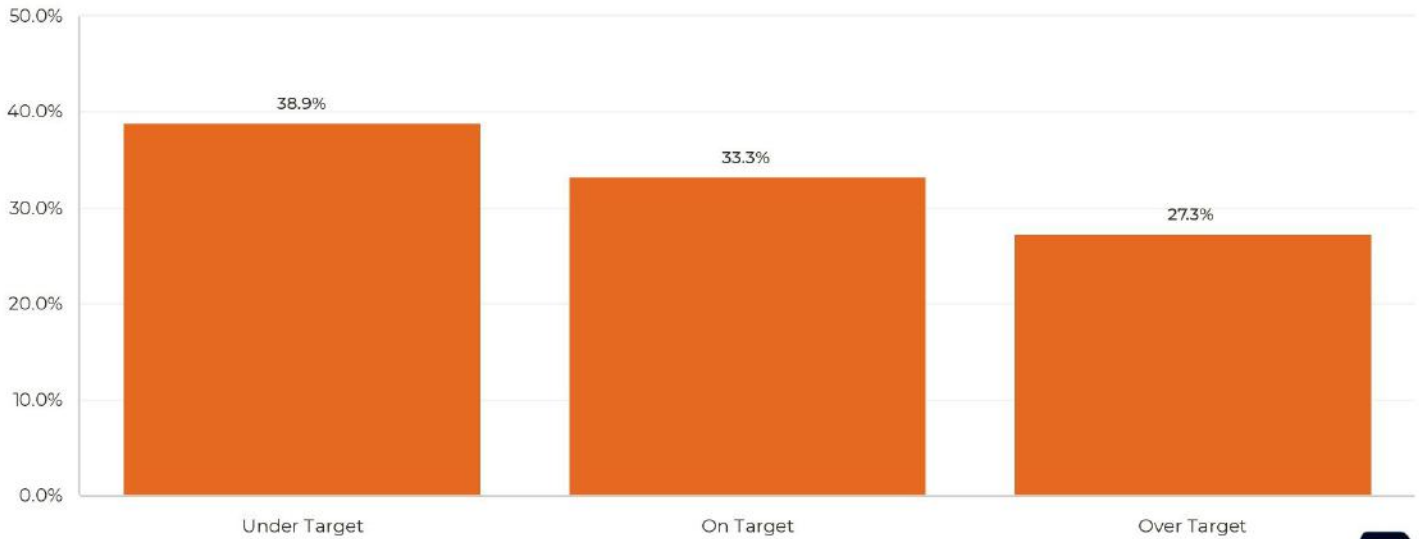
Well...The results of this survey are coming from teams like yours who are hitting their number, **not the underachievers.**



Let's look deeper into this...



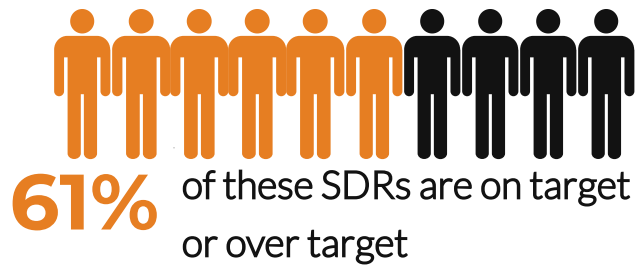
We broke it down further:



What does this mean for you?



Your SDRs who are hitting your targets are only feeling 'somewhat' to 'pretty' fulfilled. Only half of them are sure they'll be in sales in 5 years and only half are sure they'll be with your company in 12 months...



What happens in your company if you lose them?



“ We Asked:

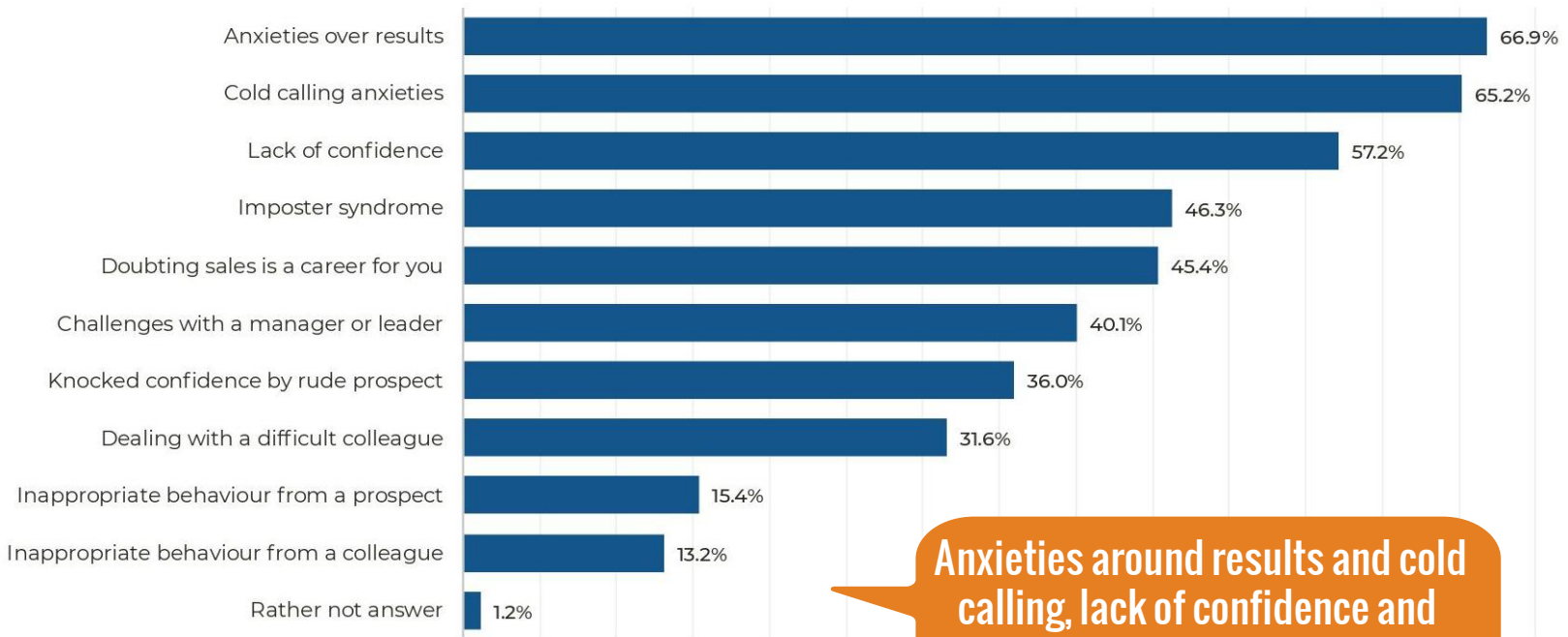
Which of the following have you struggled with at some point as an SDR?

- ☆ Lack of confidence
- ☆ Anxieties over results
- ☆ Cold calling anxieties
- ☆ Knocked confidence by rude prospect
- ☆ Imposter syndrome
- ☆ Dealing with a difficult colleague
- ☆ Challenges with a manager or leader
- ☆ Inappropriate behaviour from a prospect
- ☆ Inappropriate behaviour from a prospect
- ☆ Inappropriate behaviour from a colleague
- ☆ Doubting sales is a career for you
- ☆ Rather not answer

“ How did they rate these struggles?

We Asked:

Which of the following have you struggled with at some point as an SDR?



Anxieties around results and cold calling, lack of confidence and imposter syndrome steal the show here...

Some eye opening struggles here.

This could explain why people are doubting their future with their company even though they're hitting their targets and do think that they'll be in Sales in 5 years time...

Even your strong SDRs face struggles and challenges in Sales. Are your company doing everything in their power to support them?



The headlines...



67%

Anxieties Over Results



65%

Cold Call Anxieties



57%

Lack Of Confidence



46%

Imposter Syndrome



A case for Coaching



Consistent, high quality coaching helps with all of these struggles. The problem often comes down to only having a very limited amount of time as a manager and being tied to the number... Can you ever be a great coach when you can't be impartial?



And possibly some uncomfortable truths that are a little **closer to home** than you'd like...



40%

Challenges with a Manager or Leader

How can we support our teams better who are facing these challenges?

How can we help our team to be more resilient and bounce back when their confidence is knocked?



36%

Knocked confidence by rude prospect



32%

Dealing with a difficult colleague

How do we control the dynamics of the team? How do we support them in managing relationships?

A shockingly high percentage... Are companies aware of these issues?



29%

Inappropriate behaviour from a colleague or prospect



How can we support our teams facing these issues?

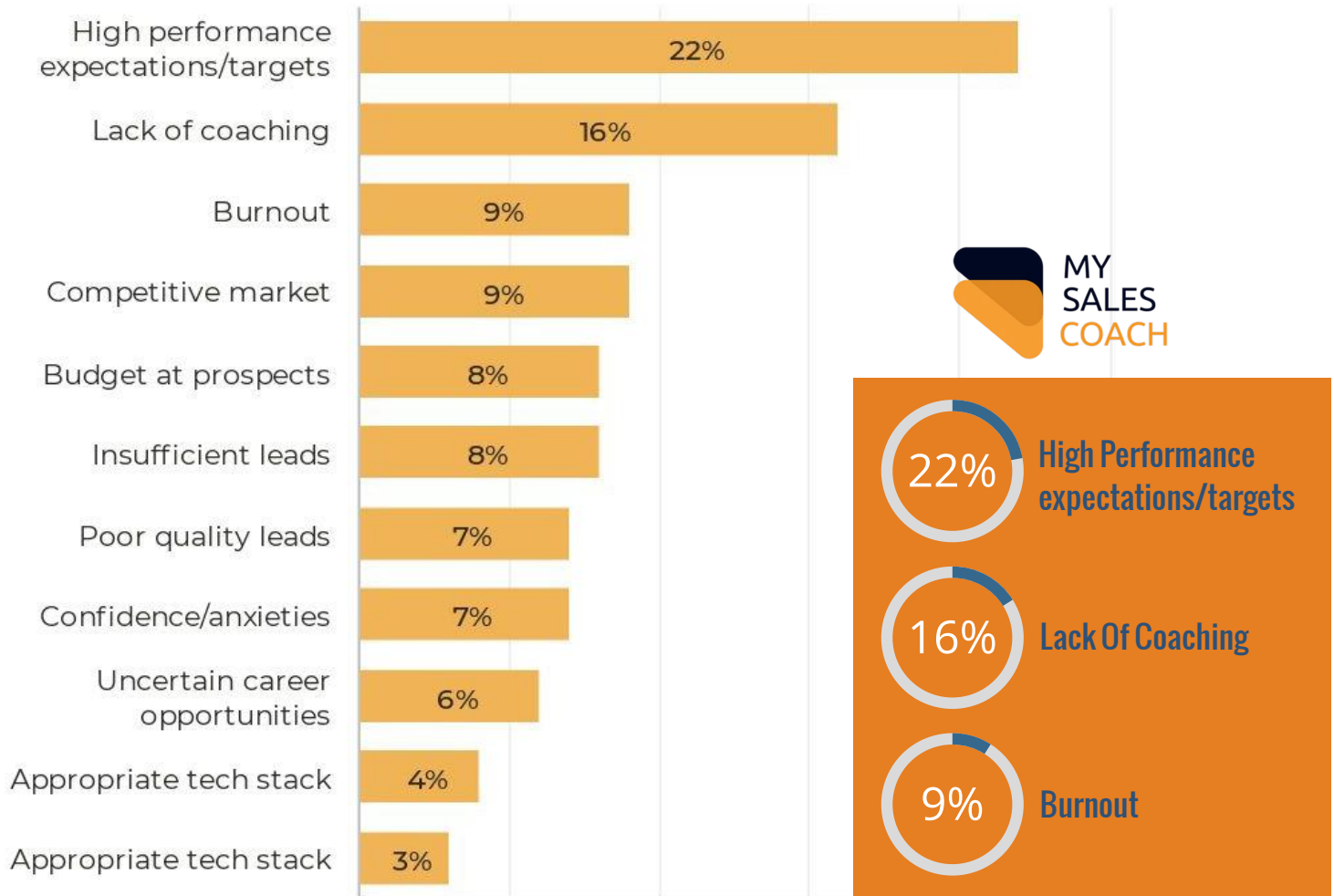


We Asked:

Rank the following in the order of the biggest challenges you face personally as an SDR?



Most ranked as Number 1 challenges:



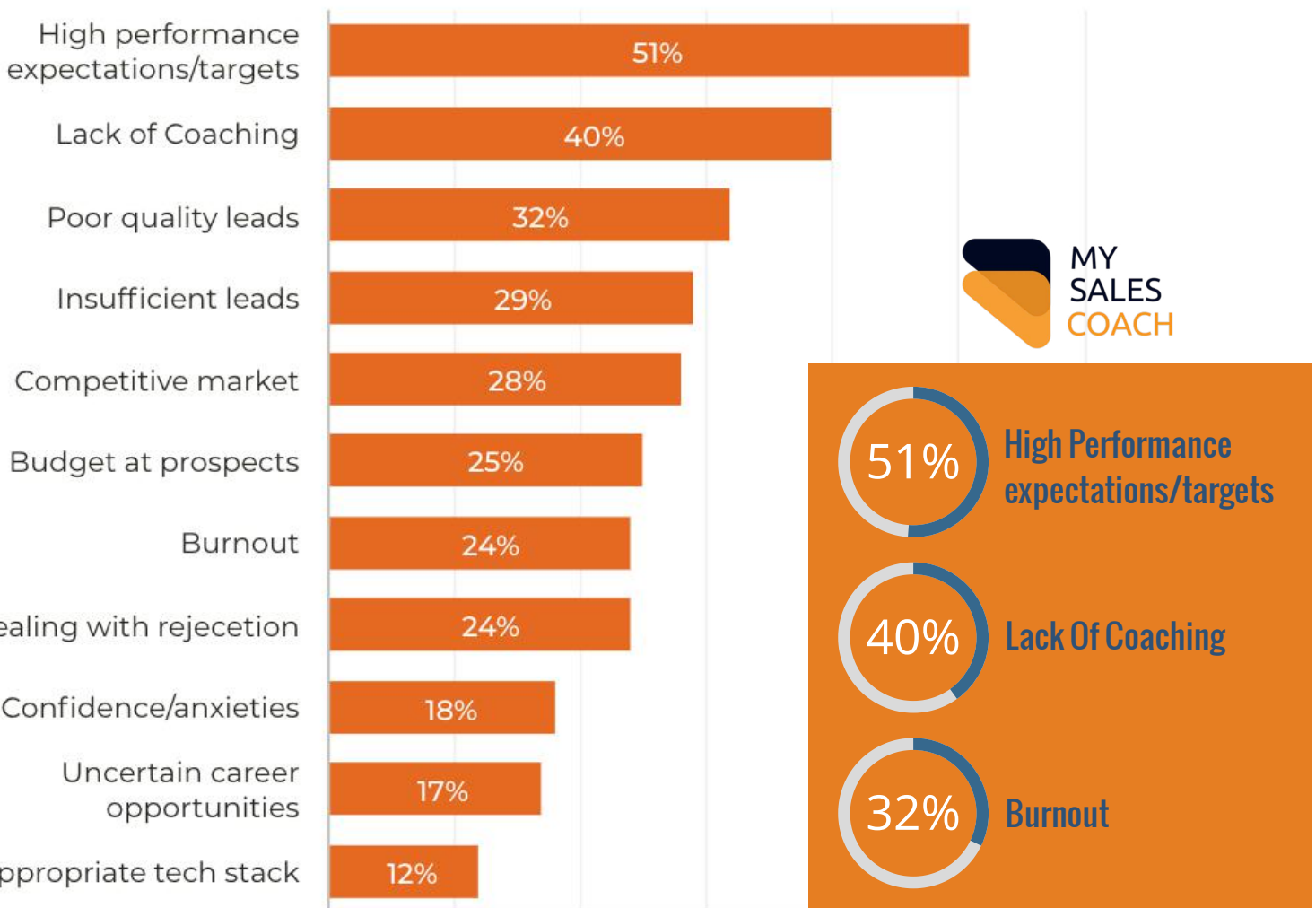


We Asked:

Rank the following in the order of the biggest challenges you face personally as an SDR?

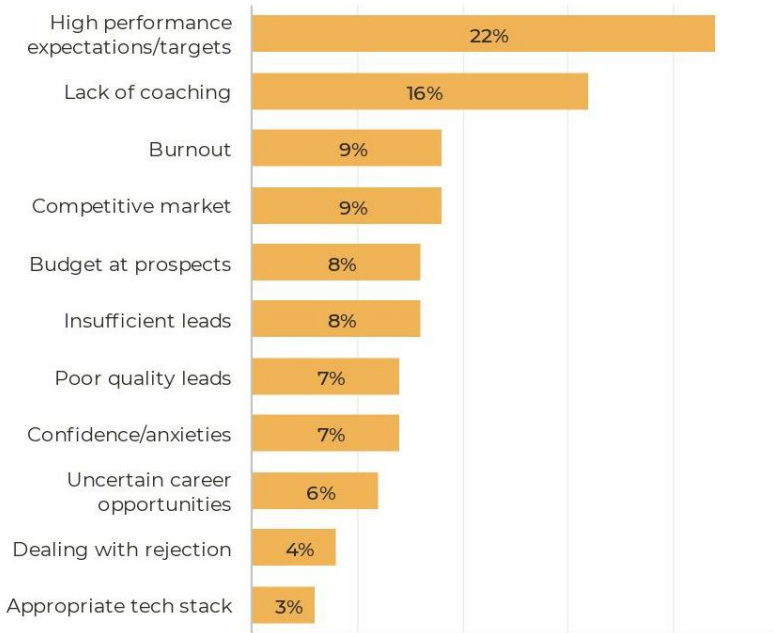


Most ranked as Top 3 challenges:

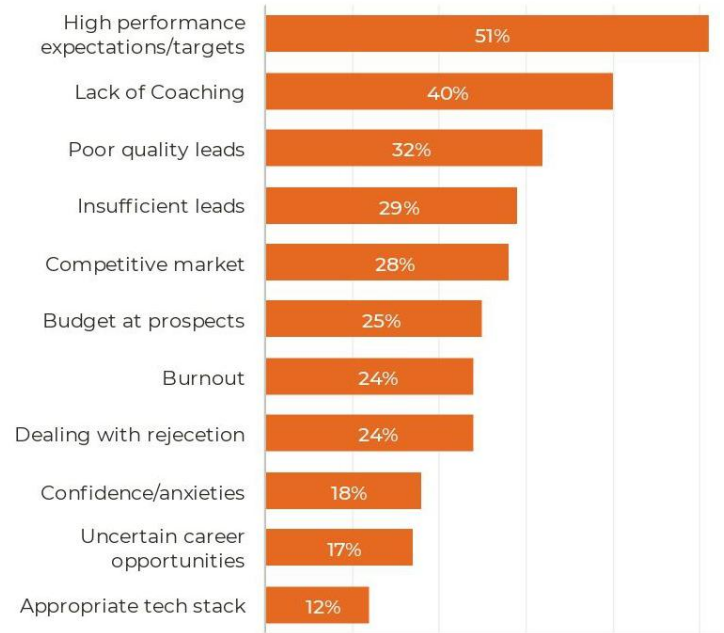


Top Challenges for SDRs

Ranked #1



Ranked Top 3



1 High Performance Targets

2 Coaching

1 in 4



Of SDRs said **burnout** is one of their top challenges

Who is supporting your team with these challenges?



Here's the problem...

These SDRs are facing challenges in their role...
Coaching helps with all of these challenges,

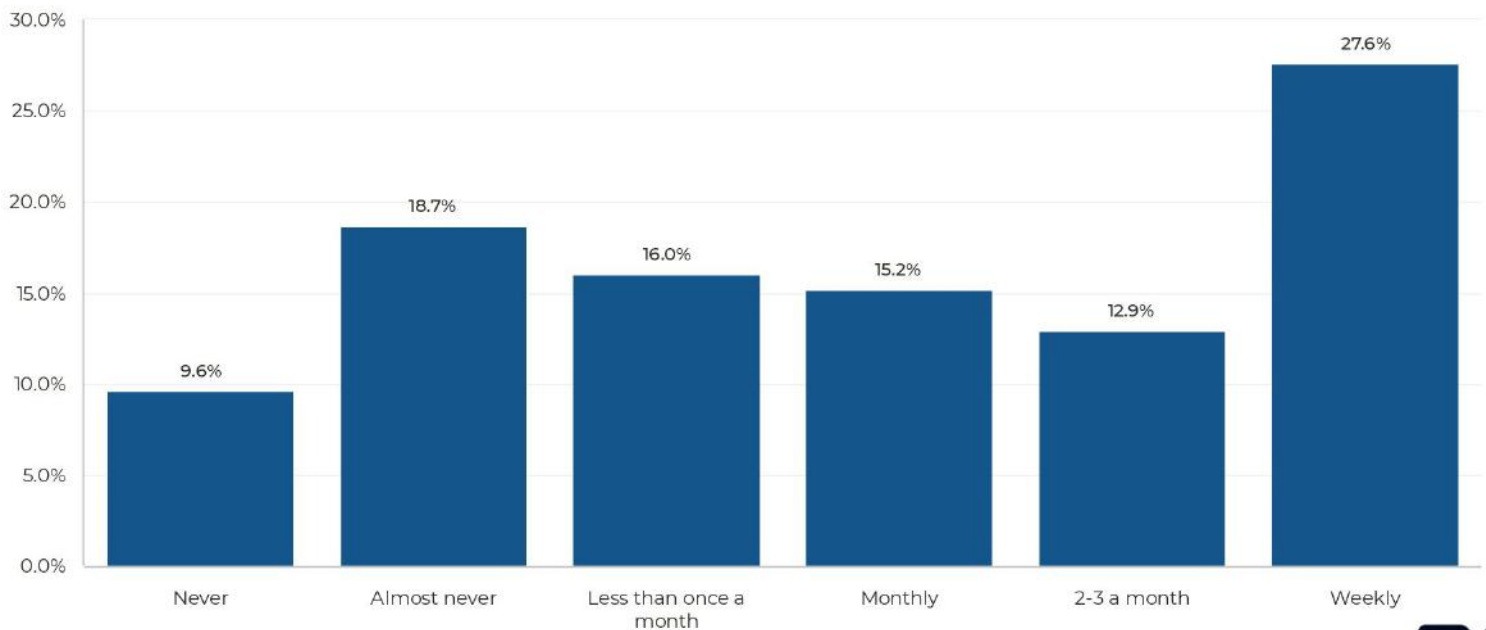
Managers have very little time to coach in between everything else they have to do, but their SDR team crave it.

“ At MySalesCoach, we know the benefits of high quality, frequent coaching...



So we Asked:

How often do you get coaching?

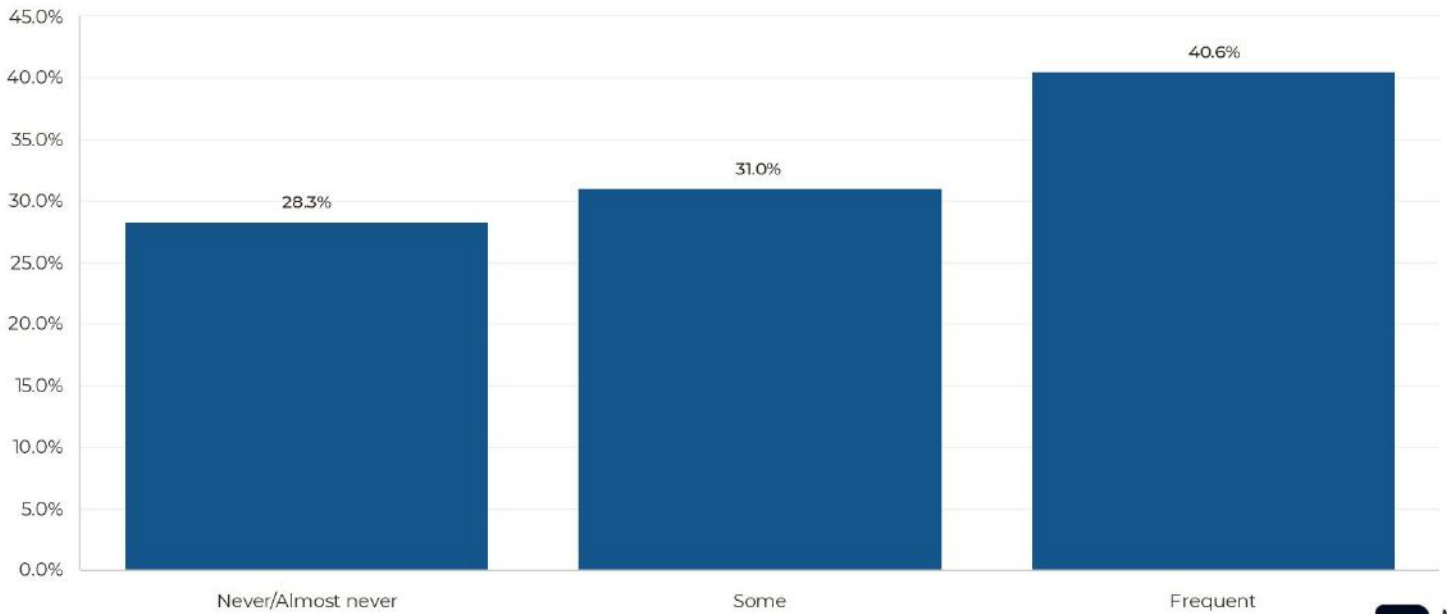


“ Whilst many are getting weekly coaching, the vast majority aren't...

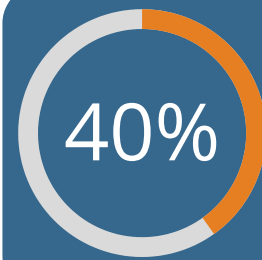




It looks more like this...



For coaching to be beneficial and for the individual and company to ever see the true value, coaching **needs to be frequent.**



Only 40% of these SDRs are getting the **frequent coaching** they need to succeed in their role.



Here's the problem...

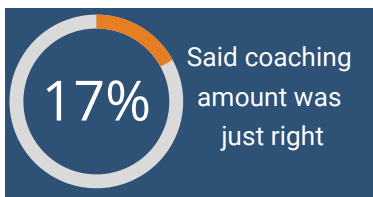
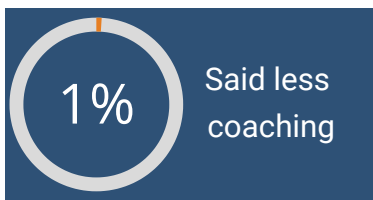
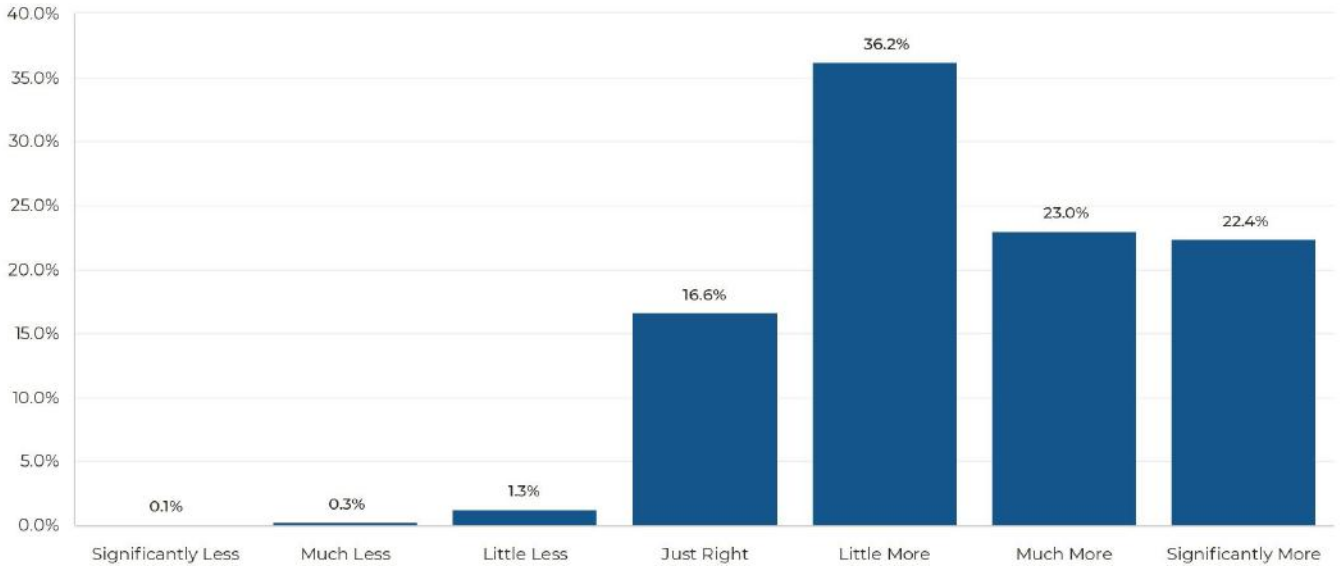
When it comes to coaching...
 It needs to be **frequent** and **high quality** to see results...
 or you are letting your team down...





We Asked:

If you could decide, would you choose to get...



So... Even those who are getting frequent coaching, want much more coaching!

As a busy manager... how do we give them this coaching they crave?





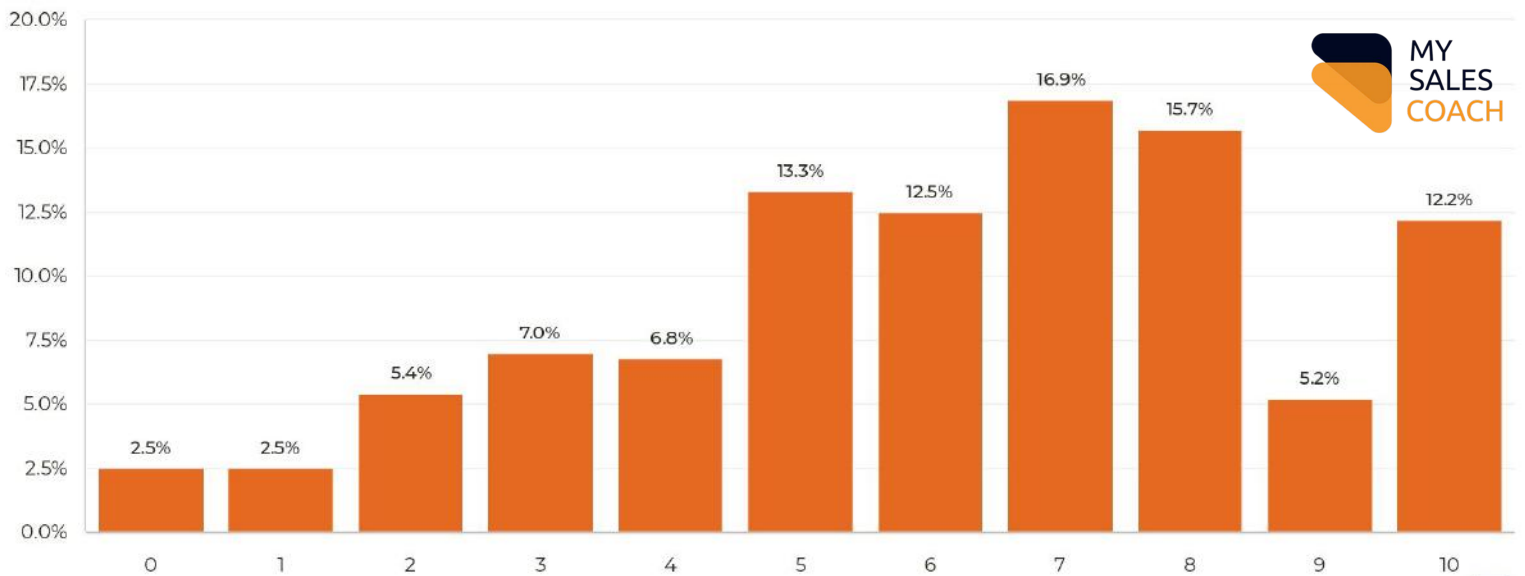
We wondered how valuable to these SDRs find the coaching they are receiving...



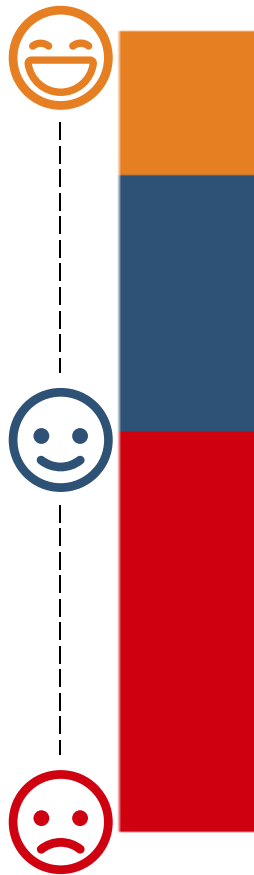
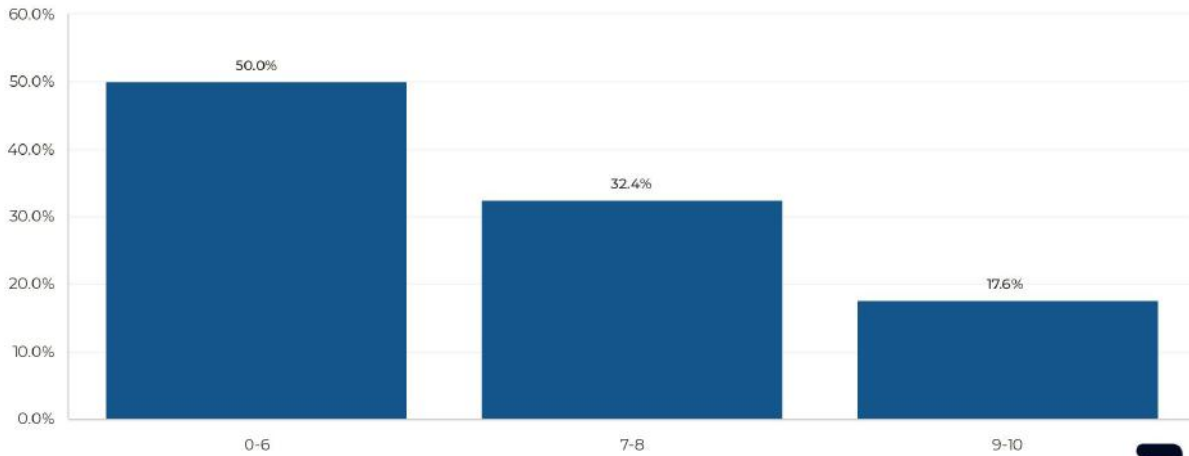
So We Asked:

How valuable is the coaching you currently get, for your own personal development?

They rated their coaching from 0-10



We broke this down further:



only 18% Rate their coaching 9-10 out of 10

32% Rate their coaching 7-8 out of 10

50%

Rate their coaching between 0-6 out of 10

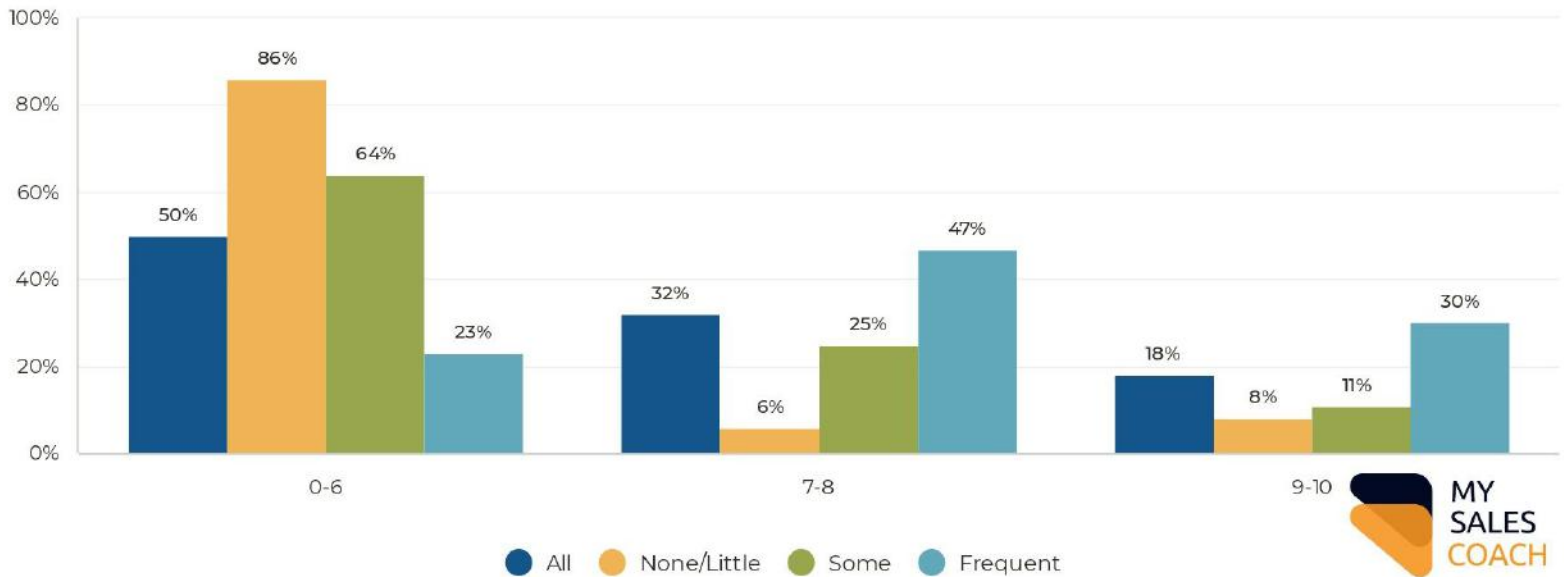
Shocking to see that HALF of the SDRs who took this survey rate their coaching very poorly.

Even more disappointingly, only 18% find the coaching that they get on the high value end of the spectrum...



“ We wondered if there is a connection...

“ Do people who get more frequent coaching, rate the quality of their coaching more highly?



“ How can we support our teams facing these issues?

There seems to be a correlation between frequent coaching and high quality coaching...

SDRs who get more frequent coaching rate their coaching quality more highly than those who don't.

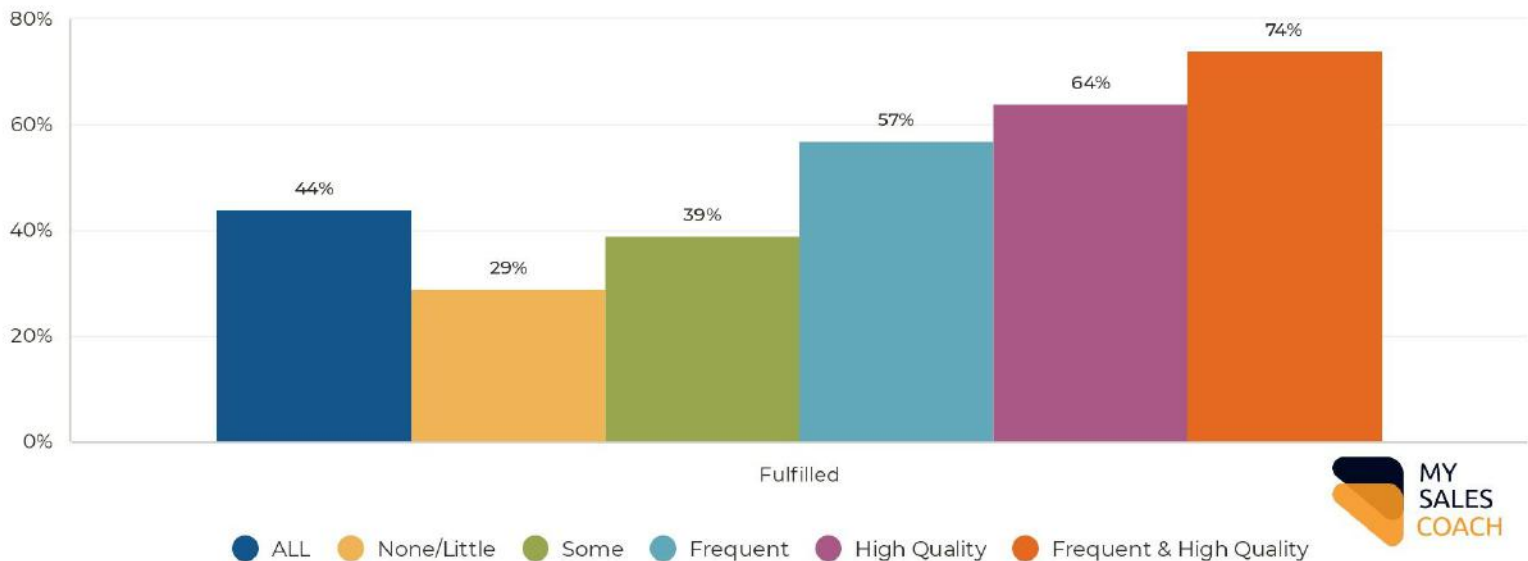


“ We examined the data more deeply... ”

“ Do the SDRs who say they get frequent, high quality coaching from their company feel more fulfilled? ”

Fulfilment in role by coaching frequency (Very & Pretty Fulfilled)

Frequent (2/3 month + Weekly), High Quality (9 or 10)



Those who don't get much coaching just aren't very fulfilled

only **1 in 4**



Of SDRs who said they get little to no coaching said they are very fulfilled in role

Those who do get frequent, high quality coaching feel the most fulfilled... but even those who get frequent coaching feel very or pretty fulfilled.

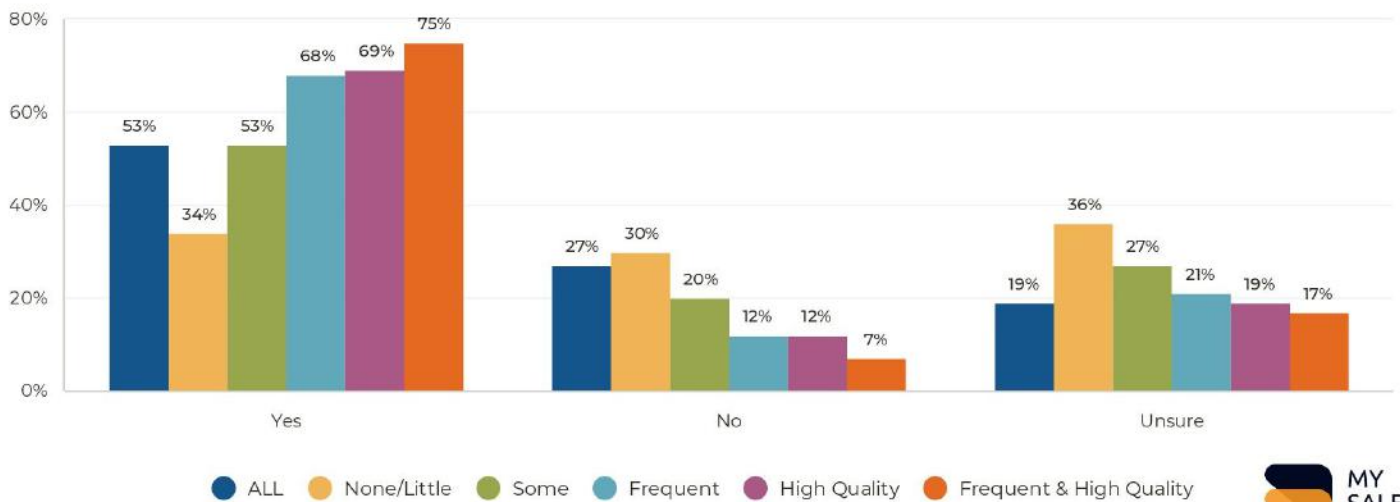
3 in 4



Of SDRs who get frequent coaching feel very or pretty fulfilled

We wondered if this affected how they feel about their employer...

Do the SDRs who get frequent, high quality coaching believe they will still be with their company in 12 months



only 34%

Of SDRs who get little to no coaching feel like they'll be with their company in 12 months

VS

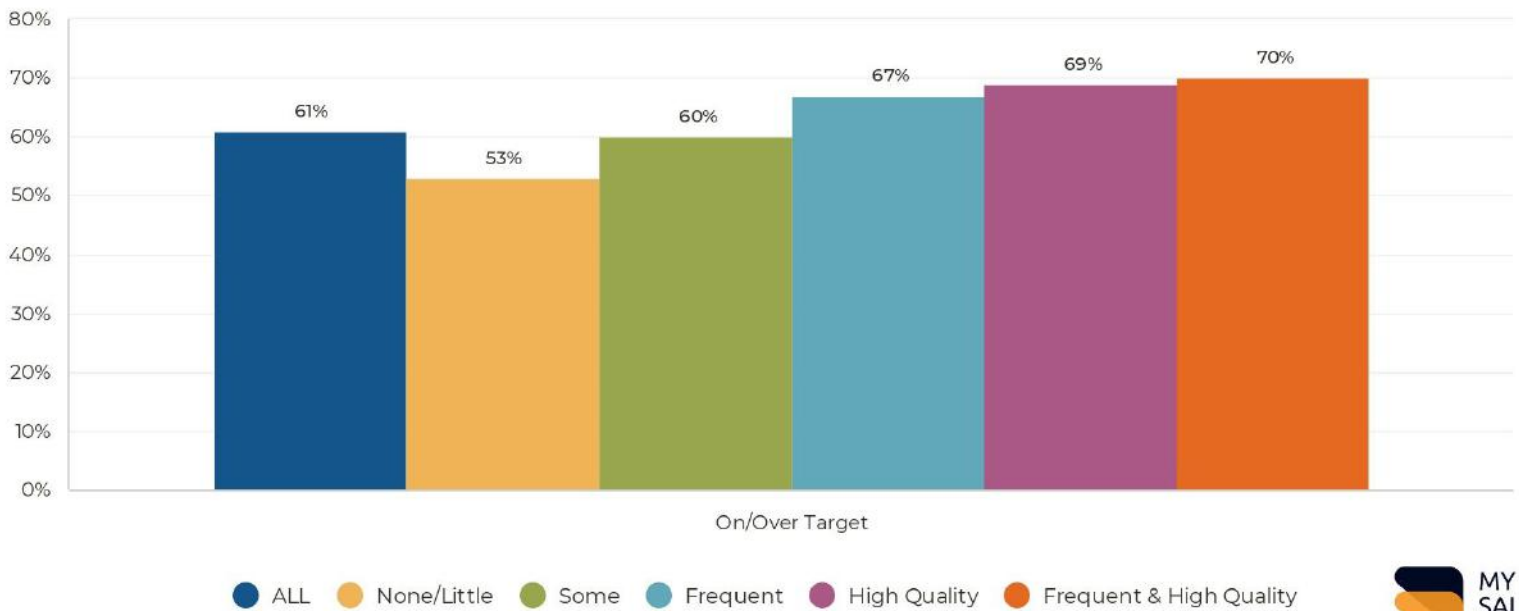
74%

Of SDRs who get frequent, high quality coaching believe they will be with their company in 12 months.



And what about their targets? How is coaching affecting these?

Are the SDRs who have told us they get frequent, career changing coaching achieving their targets?



SDRs who get frequent OR high quality coaching are 30% more likely to hit quota than those who get none or little

Frequent coaching wins

Even if coaching is only frequent and not seen as 'high quality' coaching by the SDRs, this still has a positive effect on them hitting their targets.

How can we help?



At MySalesCoach,

We help busy sales managers and aspiring, coachable reps reach their true potential with personally matched, expert, 1:1, frequent coaching - as a subscription.

9.6



**Average feedback
score from our
coaching sessions**



At MySalesCoach, we're passionate about SDRs getting the **expert coaching** they deserve to succeed in sales.

How do SDRs feel about us?

SDR moving to AE - Eola

Helped me uncover challenges I didn't realise I was facing until I admitted it! The areas we covered gave me really good tips and ideas on how I can overcome them. It is really helpful to go over these with **someone outside of my company**. As time goes on I have no doubt how valuable these sessions will be in helping me to achieve my **career goals**. Such a useful session and came at exactly the right time.

BDR at Beekee

Fantastic, valuable sessions and **actionable advice that can immediately be implemented** in the way I do things.

SDR at Deel

I was **blown away** by the cold call script!
Loved doing the role play and reverse role play. It made me feel **more confident** in myself reproducing a similiar script.

SDR at Kainos

Neil really nails the **coaching** part of sales coaching.

Before I came to the session I had a bad day. I was on a really unsuccessful streak; Neil felt that immediately, but rather than giving me some lukewarm technical advice what many would have done at this point, **he helped me to uncover the underlying reasons** that got me into this situation of feeling that way. After we identified that it is mostly a mindset and time management issue as well as work-life balance playing into it a lot, **we established a simple to execute day structure for the coming weeks, setting me up for success.**

The session managed to change my attitude 180 degrees and made my day!

SDR at Accredible

Gave me so many new ideas - that **one** session with Neil was worth **ten** standard training sessions!

SDR at Cognism

So many tips that I will now apply to my cold calls!

BDR at Beekee

One of the tangible results out of coaching was me qualifying my deals properly and **shortening my sales cycle by about a month.**

We care about AEs, Sales Leaders and CSMs getting the **expert coaching** they crave too.

How do they feel about us?

Sales Leader at Brandwatch

Having a session with Nigel always leaves me feeling that **I can take on the world.**

His practical advice is something I can implement as soon as the zoom call finishes.

Some simple things make a huge difference and having someone like Nigel to guide you along the way is crucial!

Newly promoted AE Deel

That was **AMAZING!**
No small talk or fluffy talk, we got straight into it and I've left the session with lots of things to action. As well as feeling super motivated!

VP of Sales at Allego

Nigel was able to hone in on the most 'top of mind' things for me and focus the conversation around that. He asked me some good questions to gain clarity on some of the challenges I face, and **provided some great perspectives and approaches** to managing internal conversations with business leaders. It felt like I was talking with someone who had faced very similar challenges before.

CRO at Flexport

Nigel is a wealth of knowledge, I love how **he breaks the problems down and leaves you with manageable, tangible actions.**

I feel like it was 35 minutes that was really well spent and advanced my position/knowledge from when we started the call.

CSM at Propello

it was really useful bouncing off ideas, involving how to make the customer experience I create more interactive.

I felt like i didn't have anywhere to go with this at the start of the call, but now i feel like i have very interesting conversation to have with my manager about adopting some of these ideas!

AE at Leyton

We went through a key issue I've been facing recently. I held off writing this response until I could action it.

It has helped tremendously in helping me remain in control of the sales cycle

Interested in finding out how we can compliment your internal coaching?

Lets share some ideas



Book a call



Want to master the art of Sales Coaching for your team?
Download our Sales Coaching Playbook here:

Download



www.mysalescoach.com