

SDR **Clinic** Training Modules

A 4-week intensive programme · Signal-based · AI-augmented · Outcome-driven

— WEEK 1

Foundation — Signal, Metrics & Targeting

Understand SaaS The end of the volume era	• Prioritise Signal-Based Targeting • Master AI-SDR Synergy • Build "Mini-Consultant" Acumen • Cultivate Creative Digital Presence
SaaS Metrics	• Pipeline Contribution • Meeting-to-Held Ratio • The Math of the Funnel • Pipeline Coverage • ACV, ARR, LTV
Surgical List Building	• Define ICP by tech stack and Growth Signals • Map Personas via "Jobs-to-be-Done" • Dark Social & Intent Signals • Leverage "Social Intelligence" for Persona Nuance

— WEEK 2

Execution — AI Workflows, Enterprise & Outreach

AI-assisted Prospecting Workflows	• Shift from Manual to AI-Directed Research • Autonomous Signal-Led Engagement • Strategic Human-AI Division of Labor • Dynamic Multi-Channel Orchestration • Real-Time Message Optimisation
Enterprise Prospecting	• Execute Multi-Threaded Stakeholder Mapping • Align Outreach to Corporate Strategy • Deploy Value-First Insights • Master the "Long-Game" Cadence • Utilize Deep-Account Intelligence
Cold Email & LinkedIn Orchestration	• Lead with LinkedIn to Build "Passive Familiarity" • The Voice Note Advantage • Event-Led Relevance Over Fixed Cadences • Channel-Specific Messaging Roles • Layer "Insight Personalisation" in Follow-ups • Coordinate Multi-Channel Frequency for Deliverability

— WEEK 3

Conversation — Cold Calling Mastery

Cold Calling Frameworks

- Lead with/without Permission-Based Openers
- Call Opening
- Probing
- Objection Prevention
- Leverage "Signal-Led" Justification
- Utilize Pattern Interrupts
- Pivot to Outcome-Based Discovery
- Master Tone and Micro-Commitments

— WEEK 4

Conversion — Objection Handling & Qualification

Objection Handling

- Psychological Detachment
- Isolate the Reflex from the Reality
- Reframe as the "Cost of Inaction"
- Leverage Peer-Based Social Proof
- Utilize Pattern Interrupts

Discovery Qualification

- Transition to Signal-Based Qualification
- Enhance Frameworks with Predictive AI
- Quantify via Value Engineering
- Execute Early Multi-Threaded Mapping
- Optimise for Conversational Balance
- The AE Hand-off Mastery

— LAUNCH PHASE

Positioning — Profile, Practice & Placement

Resume & LinkedIn Profile Overhaul

- Shift to "Outcome-Driven" Quantifiers
- Brand LinkedIn as a "Consultative Resource"
- Showcase "AI-SDR Synergy" Proficiency
- Leverage "Featured" Social Proof
- Optimise for "Strategic Searchability"

Mock Interviews

- Use High-Stakes "Intent-Based" Scenarios
- Integrate AI-Driven Role-Play Bots
- Focus on "Consultative Peer" Tonality
- Stress-Test with "Curveball" Objections
- Record and Tear Down Video Sessions

Final Destination

- Placement support and referral access

Time to make an investment

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