The SDR Efficiency Model

BuzzBoard

Key Assumptions for Total Cost per Purchased Contact In an SDR Outreach Model

Total # of contacts sourced (a) [ ] @ total invoice cost of (x) $ [ ]

Total # of contacts consumed per SDR per month (b) [ ]

Total # of contacts consumed per SDR per quarter (c) [ ]

I will need (d) = [a] / [b] # of SDRs to consume all my sourced contacts within a quarter

Considering the cost of a fully loaded SDR per quarter is $ [ ], my total SDR cost/quarter (y) = [d] * $ [ ]

> **i.e.**
> for every (a) contacts sourced, my additional incurred cost to consume them is = $ [**y**]

My total actual cost for (a) contacts = $ [x] + $ [y]

The SDR Efficiency Model

Applying The SDR Efficiency Model

For every SDR I reduce in the system, I can save $ [   ] /quarter

Also, I will consume [c] fewer contacts per quarter

> **NOTE**
> You introduce efficiency in the system by improving your rate of Sales Qualified Lead (SQL) generation with a more relevant contact database.

Working backwards from the # of SQLs you need per quarter, you improve the **Lead Qualification Rate** with high quality and better qualified contacts:

✓ Purchase fewer, better qualified, TAM based contacts. You'll need fewer SDRs to consume them and produce the same # of SQLs

✓ Your cost-per-record may increase due to higher quality, more useful, data. However, your Total Actual Cost (Total Invoice Cost+Total SDR Cost) to work those records will be reduced.

Optimize your lead qualification process, reduce sourced contacts, subtract SDRs as necessary.