

Sales vs. Marketing: Where Does Your SDR Belong?



Directions: Read each question and check the box for the applicable department (Sales or Marketing) that can best provide strategic direction and / or professional development for the Sales Development Representative (SDR) team. Upon answering all the questions, total your scores from each column at the bottom to see which department is the best fit for your organization.

	Sales	Marketing
1. Go-to-market Strategy: Which team takes the lead on developing the GTM strategy and coordinating the campaign approach?		
2. Lead Qualification: Who has the expertise to design, maintain and optimize a solid lead qualification strategy for the SDR team?		
3. Process and SLAs: Which team takes the reigns when it comes to making sure process and SLAs are documented and managed proactively?		
4. Lead Management: Which team has the bandwidth and organization to track and analyze SDR lead activity and can quickly course correct based on SDR feedback when needed?		
5. Change Management: Companies change their goals often and sometimes unexpectedly—which team will allow for better change implementation to successfully and quickly realign against evolving company goals?		
6. Dedicated Manager: Who has the budget to hire a fulltime SDR manager and the time to nurture that individual to manage a team of relatively inexperienced reps to quota?		
7. Coaching: Which team has the expertise and time to work with SDRs on sales skills, product knowledge and execution strategies?		
8. Mentoring: Which team is going to drive better alignment between Account Execs and SDRs to ensure relationships are fostered and constructive feedback is provided?		
9. Growth & Development: Which team does a better job of outlining career paths and accurately determining when an employee is ready to be promoted into an Account Exec. role?		
10. Influence: Which team has the strongest influence on getting the resources the SDRs need to be successful (e.g. product training, buyer persona development, etc.)?		
TOTAL:		