

# The State of Sales Development



## Health & Wellness Benefits



The broker is a unique position compared to our other client industries. Brokers are essentially employee benefits consultants with an integral voice in the employer's decision making process.

### Universe



Their responsibilities include evaluating healthcare spend, meaning any decision the employer wants to make about your offering goes through them.

Timing the market is vitally important because of the open enrollment period that *typically* takes place from September-early November. During this period their focus is solely on their employees.

### Market



When it comes to actual outreach, email has a higher response rate, but prospects share more info over the phone. We have our SDRs use email to set up discovery calls before passing over a lead.

If you already have a relationship with the prospect's insurance provider, make sure to tell them. It will alleviate many of their potential concerns, especially regarding budget.

### Messaging



Typical H&W sales cycles take a long time. Your SDR needs to be able to position their outreach for both present and future opportunities, and then nurture accordingly.

Integrating well with marketing will help you find new prospects and accounts. Make sure your SDRs are involved with any events you attend.

### Strategy



The longer sales cycle trickles all the way down to SDR outreach. Slowing down your outreach cadence gives the prospect more time to respond, which they'll appreciate.

## Case Studies



**Tenure:** November 2019 - November 2021

**Team Size:** Started with 1 SDR and scaled to 3 SDRs

**Average lead production:** On average, we generated 4-6 pure outbound meetings per month per SDR. Lead production did vary throughout the year depending on factors like open enrollment timing and broker engagement.

**Notable Stories:** Started as a B2C company offering a consumer app for chronic condition management. Came to demandDrive to build out their B2B business and understand their target market. We also helped them develop broker relationships at both regional and national levels. Largest deal we passed was for roughly \$250k.



**Tenure:** Ovia Health was initially a client for 1.5 years. They expected to bring the SDR team fully in-house but decided to return a year later (currently still a client).

**Team Size:** The team consists of 2 SDRs

**Average lead production:** This is an entirely inbound focused program where we uncover about 4 leads each month per SDR. Ovia has strict qualification and the minimum sized organization they will meet with must have 3,000 employees.

**Notable Stories:** Ovia Health has a mature marketing and sales engine. They look to us for our consistency and dependability.



**Tenure:** Almost 1 year. We started in March of 2021.

**Team Size:** 3 SDRs

**Average lead production:** 4-7 leads per SDR per month. The variance depends on how many channels the team is working. This program is a combination of cold outbound and multi-threaded marketing efforts like webinars, live events, and web chats.

**Notable Stories:** We built the cold outreach process from the ground up based on our sales development expertise. Outbound leads have increased significantly during our partnership.