

# The State of Sales Development



## Marketing Tech



There is more Marketing Technology on the market today **than ever before**. Making a wave in this ocean can be difficult!

### Universe



Our most successful MarTech clients are the ones that **focus on their specific niche** in order to stand out from larger competitors.

With marketers, you can **learn a lot from prospects that aren't the primary decision maker**. Your SDRs need to be able to tell the difference through their qualification questions.

### Market



Every company has marketers, but they don't all treat MarTech the same. **General trends can vary greatly** depending on what industry you're targeting.

Marketers love LinkedIn for their own outreach, so **meet them where they are** by including social touches in all of your outreach cadences.

### Messaging



This is one of the hardest verticals for an SDR to stand out in. Automated sequences will fail. Our best MarTech SDRs are experts in **hyper personalized outreach**.

Integrating our SDRs with your marketing function is vital to your success. This is an effective way to show that you **"practice what you preach"**.

### Strategy



Overall, our MarTech cadences tend to stretch the same amount of outreach into a longer timeline. Marketers are **particularly wary of overabundant outreach**.