

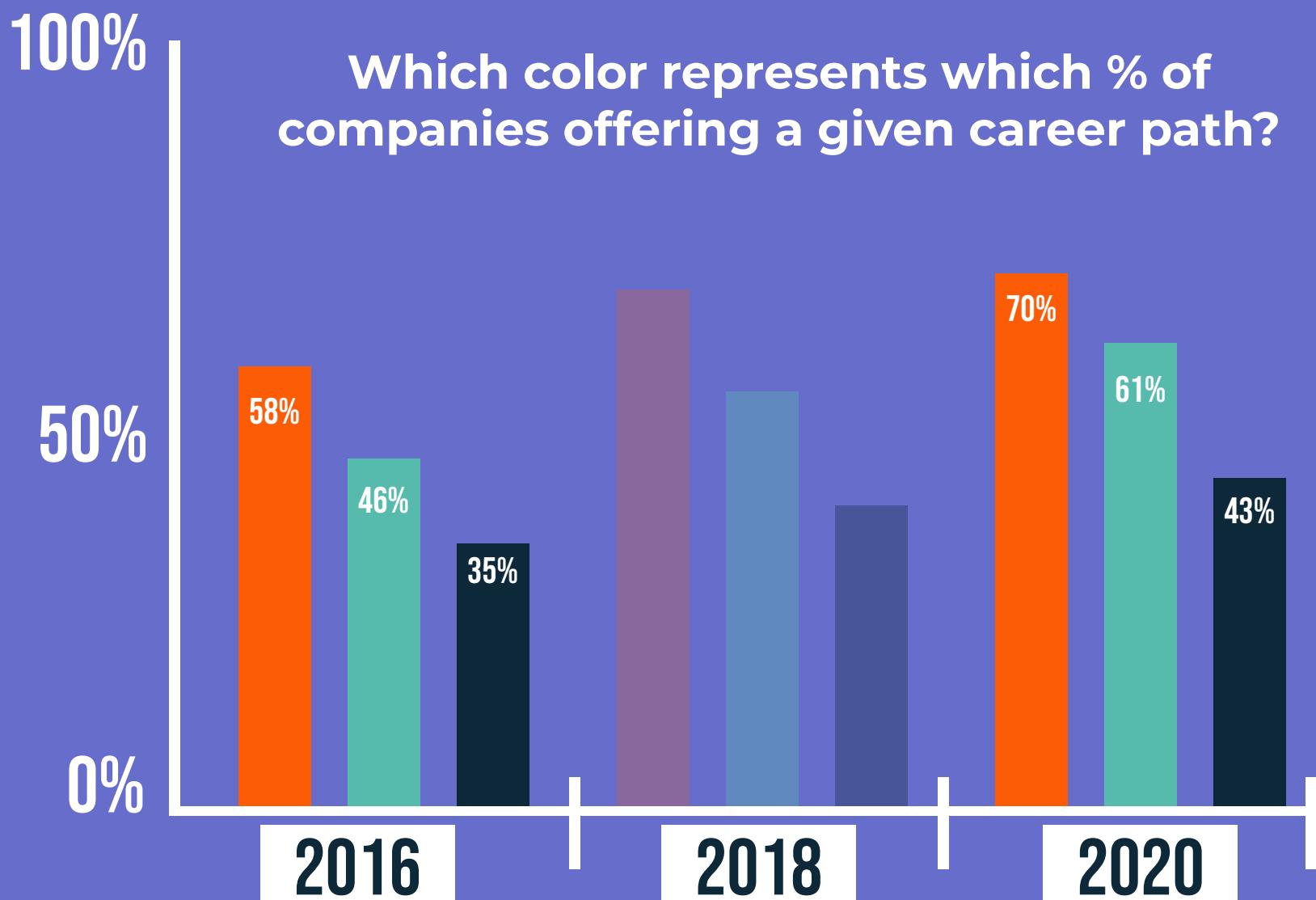
NEXT STEPS: AE & BEYOND

Becoming an AE:
Progression & Upskilling
for SDRs

Live session starts at
8am PT | 11am ET | 4pm UK

ICEBREAKER

Which color represents which % of companies offering a given career path?



Data source: The Bridge Group



SDR → AE
SDR → Cross Team (enterprise, inbound, outbound SDR)
SDR → Step-Up (senior, advanced SDR)

LEARNING OUTCOMES



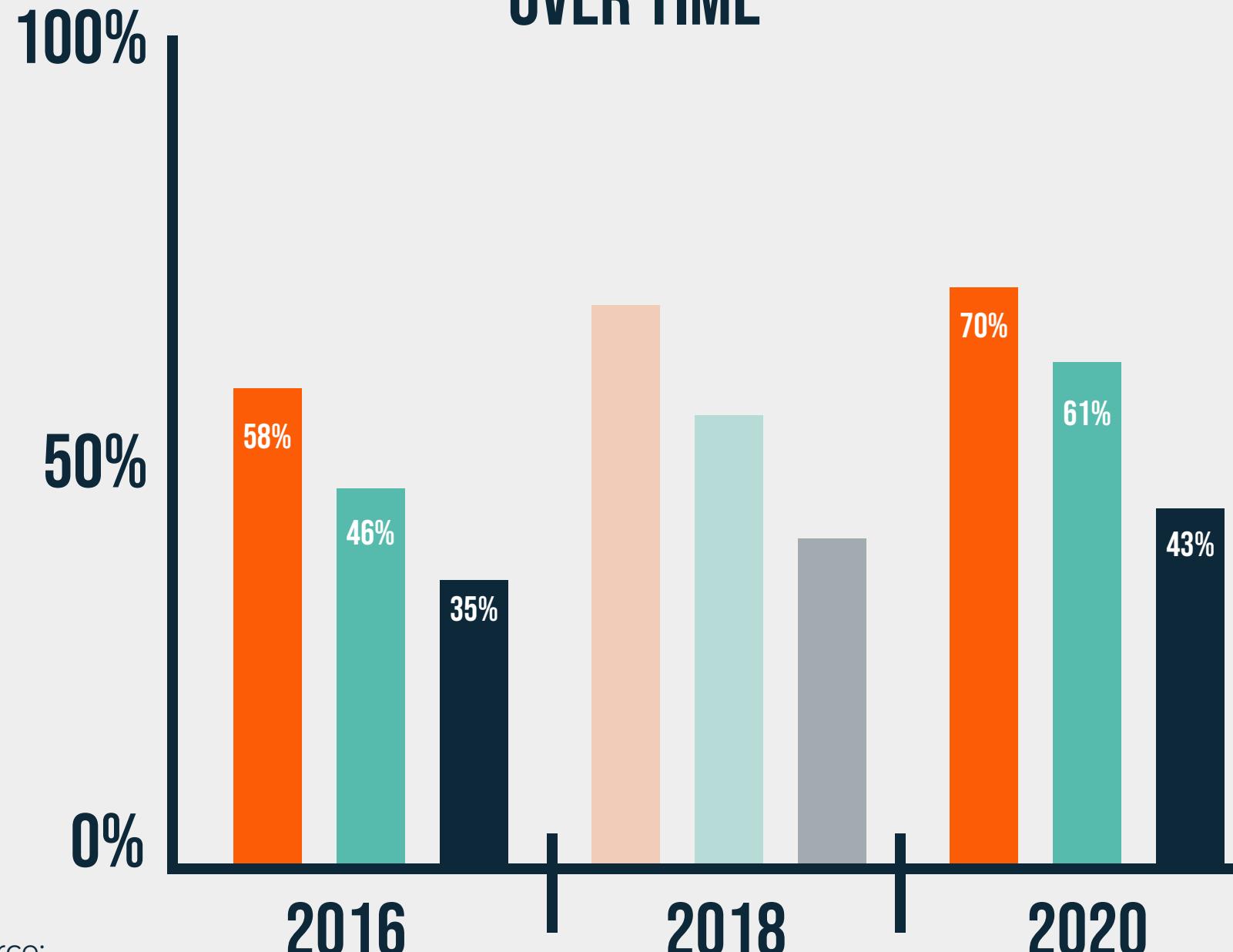
BY THE END OF TODAY'S CLASS, YOU WILL BE ABLE TO:

1. **Discuss how and why to take responsibility for your own career choices**
2. **Explore career paths open to you beyond AE**
3. **Develop strategies for discussing progression with your manager**



CHAT BOX

% OF COMPANIES OFFERING A GIVEN CAREER PATH OVER TIME



Data source:
[The Bridge Group](#)

SDR → AE

Into an AE role

SDR →
ACROSS TEAMS

Inbound,
Outbound,
Enterprise, etc.

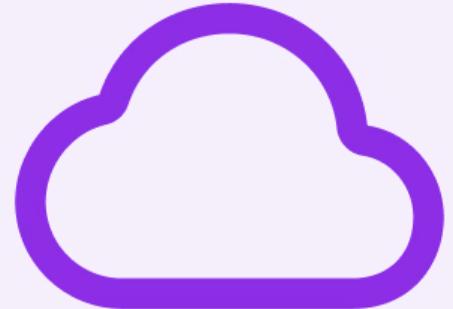
SDR →
STEP-PROMOTIONS

Associate, Senior,
Principal, etc.



LEARNING OUTCOME 1

**Discuss how and why to
take responsibility for
your own career choices**



Someone who manages
their own career is...

- ① Start presenting to display the poll results on this slide.

OWNING YOUR CAREER PROGRESSION

**26% OF SDRS PROMOTED
TO AE FAIL**

55%

**≤11 months'
experience**

6%

**>16 months'
experience**

Data source:
[The Bridge Group](#) (2021)

STEP 1

FIND OUT WHAT YOU WANT

STEP 2

DO THE DIFFICULT THINGS

STEP 3

LOOK LONG AND HARD AT ‘EXCUSES’

STEP 4

MANAGE YOUR SELF DOUBT!



“

NELSON MANDELA

**“I never lose,
I either win
or I learn.”**



LEARNING OUTCOME 2

Explore career paths
open to you beyond AE

LET'S VOTE!



BROOKE'S STORY

SDR → AE → Sales Development
Management → Sales &
Revenue Enablement



TONY'S STORY

SDR → AE → Enterprise Sales → SDR
Management → CRO

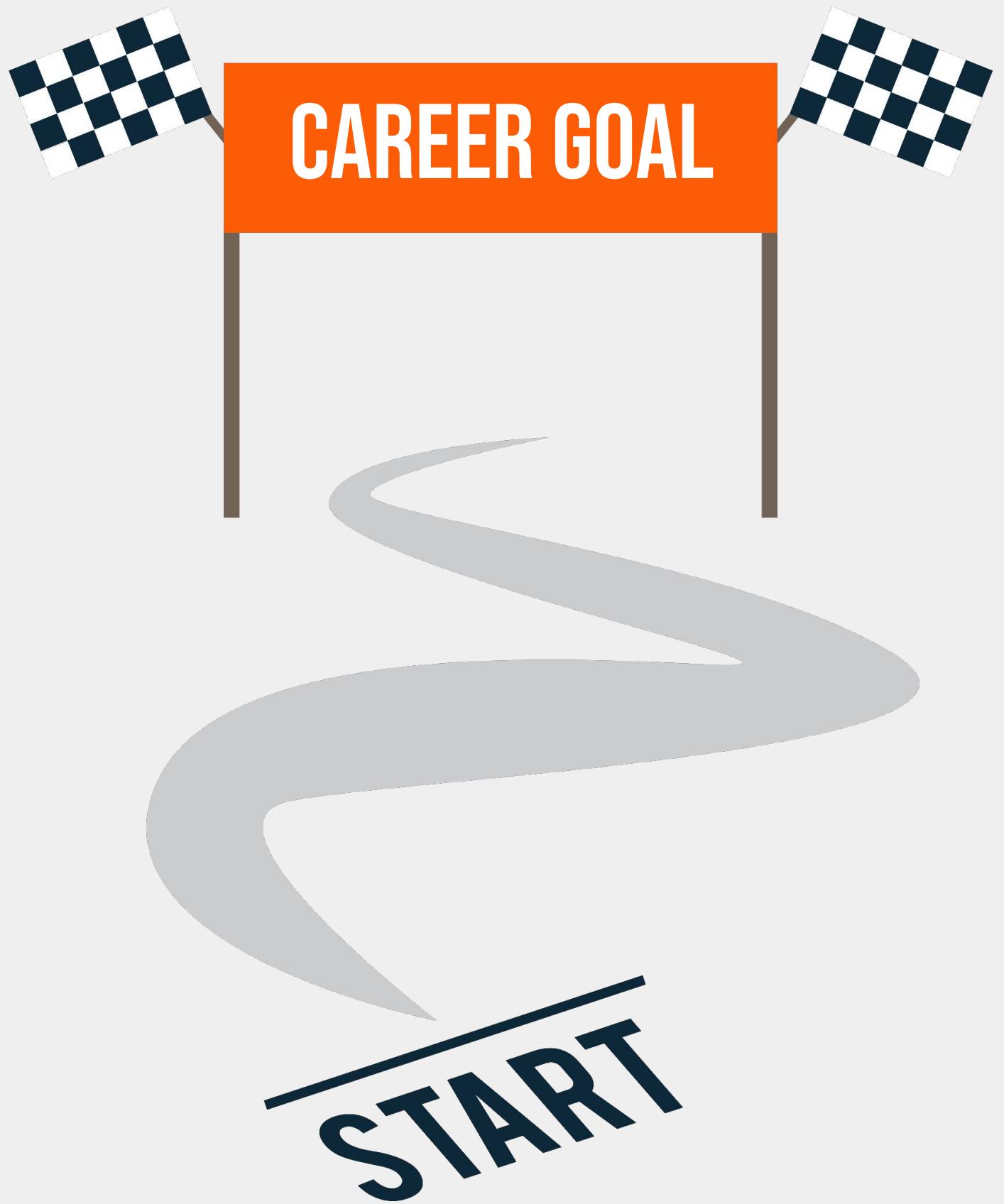
BROOKE'S STORY



TONY'S STORY



HOW TO START PLANNING YOUR CAREER PATH





OUR CAREER PLANS





YOUR CAREER PLANS





LEARNING OUTCOME 3

Develop strategies for
discussing progression
with your manager

CV RECOMMENDATIONS

CLASS 4 | YOU GOT THE JOB! WHAT'S NEXT?

INTERNAL PROMOTION CV

Accomplishments in current role

- 137% quota attainment FY19 (#1 of 15 SDRs)
- Sourced most pipeline globally (\$4.2M) for Q4 FY19 (#1 of 15 SDRs)
- Awarded Global Top Performer for Q3 & Q4 FY19
- Exceeded quota for last 6 months consistently
- Mastered multi-channel outbounding with 50+ daily calls, 80+ emails, 15+ social taps, 3 videos
- Sourced marquee closed won logos for enterprise including Macy's, Sallie Mae, DriveTime, Gap
- Earned 16/16 score on corporate pitch at SKO, only SDR globally

Leadership and Impact

- Lead a global SDR process training on motivation, time management, territory planning, etc.
- Mentored 3 out of 5 SDR newest hires to ensure successful ramp periods
- Featured on sales org WIN call for engaging executives through new video prospecting
- Collaborated with events marketing team to improve internal communication and SDR follow-up
- Lead ERC "Ladies at Optimizely" as Co-Chair to make our workplace more inclusive for women
- Received manager BetterWorks feedback, "She is by far the best hire that I have ever made."

Preparation undertaken for moving to the AE Role

- Achieved MEDDPICC certification from online course to master key sales qualification framework
- Read the Challenger Sale to apply this modern sales framework to future cycles
- Shadowed 10+ deals from end-to-end with AEs by attending calls and debriefing strategy
- Completed internal AE Onboarding courses to thoroughly learn our product and differentiators

Skills Developed

- Demonstrated excellence in corporate pitch for during mock exercise for hiring manager
- Managed sales cycle for Vanilla, with supervision from current AE, from discovery to close
- Built valuable relationships with many SEs, CSMs, etc. to drive account team alignment

REFLECTION TASK **THOUGHTS & PLANS FOR YOUR OWN PROMOTION CV**

 ENJOYED THIS COURSE? IDEAS FOR IMPROVEMENT? WE'D LOVE TO HEAR YOUR FEEDBACK!

SIA - Supporting Resource Materials - for personal use only



Showcase where you've been the best you can possibly be in your current role



Highlight things you have done to benefit the wider business: *leadership & leverage points*



Point out things that show you're invested in progressing

MOVING TOWARD AN SDR/AE HYBRID ROLE

1



BE BRILLIANT
AT YOUR JOB

2



ASK FOR BLOCKED TIME
TO LISTEN TO AE CALLS
& DEMOS

3



PRACTICE ROLE PLAY
CALLS

4



NEGOTIATE TAKING
OWNERSHIP OF SOME
MEETINGS

5



REQUEST A HYBRID ROLE
- 50/50 IS THE GOAL!

LEARNING OUTCOMES



IN TODAY'S CLASS YOU HAVE LEARNED TO...

- 1. **Discuss how and why to take responsibility for your own career choices**
- 2. **Explore career paths open to you beyond AE**
- 3. **Develop strategies for discussing progression with your manager**

COURSE RECAP



CLASS 1

**So you want to be
an AE... Sure?**



CLASS 2

**What IS the AE role,
really?**



CLASS 3

**Discovery & Deal
Progression: The
Basics**

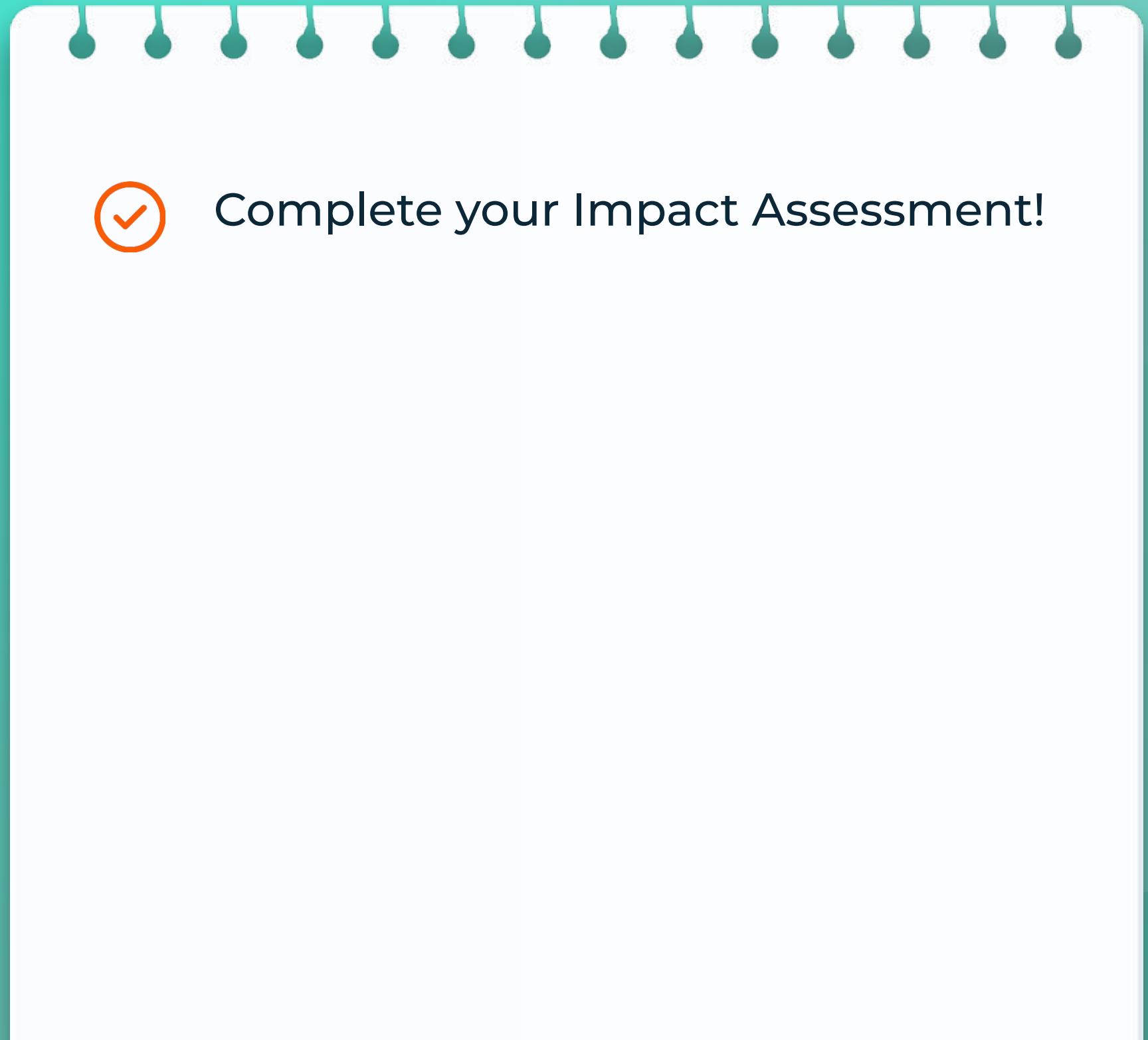


CLASS 4

**Next Steps: AE and
beyond**



GIVE IT A GO



Complete your Impact Assessment!

LIVE CLASSES COMPLETE

Your Feedback is incredibly important & allows us to develop our courses with your best interests in mind

Please head over to **The Academy**

- Take the end of course Feedback Survey
- Complete the Impact Assessment

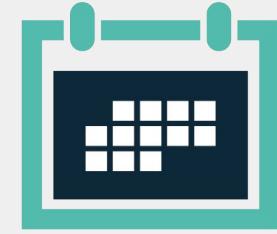


Upon completion, if you have achieved 75%+ you will be awarded your certificate. Post it on LinkedIn within a week with the **#SIAxBAAE** to be in with a chance of winning a prize!

Thank You

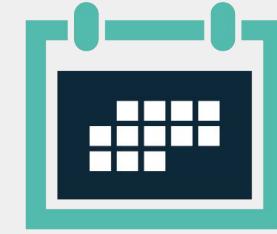
WHAT'S NEXT?

**MANAGING THE
COMPLETE SALES CYCLE**
Ben Wright, Tom Glason



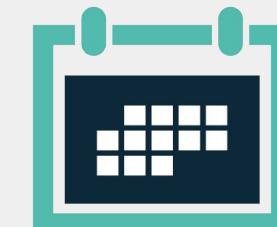
April 4th

COLD CALLING BOOTCAMP
Richard Smith, Liz Meuse,
Mark Ackers, Katie Miles



May 17th

**NEGOTIATION THROUGH
TACTICAL EMPATHY**
Chris Voss



April 25th



Q&A