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# Table of Contents: **SDR Excellence in the MDM Industry**

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Course Duration: **16 Hours (2 Days)**

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## OUTLINES

### **DAY 1 (8 HOURS)**

Theme: *MDM Industry Understanding + Buyer Psychology + First Contact Mastery*

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### **9:00 AM – 10:30 AM | Module 1: Understanding the MDM Landscape (1.5 hrs)**

#### **Topics Covered:**

- What is MDM (Mobile Device Management)?
- Why companies use MDM (security, device control, productivity)
- How MDM supports:
  - Security
  - Compliance
  - Remote workforce
  - Data protection
- Overview of 42Gears and key differentiators in the market

- Industry trends:
  - Hybrid work
  - Zero Trust
  - Cybersecurity pressure
  - BYOD environments

### Activity:



*MDM Quick Quiz*



*Case Example:*

Mid-size company reduces data loss & device misuse with MDM.

### Outcome:

Foundational understanding of what you are selling and why it matters.

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## 10:30 AM – 12:00 PM | Module 2: Understanding the Buyer (1.5 hrs)

### Topics Covered:

- Key Personas:
  - IT Manager
  - CISO
  - Compliance Head
  - Device Administrator
- What keeps them awake at night?
  - Device security
  - Data leakage
  - Compliance pressure
  - Managing remote workforce
  - Operational efficiency
- Pain-Point Mapping:
  - Technical
  - Business
  - Emotional drivers

**Activity:**



*Walk in the Buyer's Shoes*



Reflection Exercise:

“How does buyer psychology change my cold calling approach?”

**Outcome:**

SDRs understand buyer motivations and tailor communication accordingly.

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## **1:00 PM – 2:30 PM | Module 3: Mastering Outreach Basics (1.5 hrs)**

**Topics Covered:**

- What an outbound SDR's journey looks like
- Researching prospects without overcomplicating
- First-contact psychology:
  - Curiosity
  - Relevance
  - Empathy
  - Credibility
- Foundations of personalizing outreach

**Activity:**



Write a personalized cold email for a real MDM buyer.

**Outcome:**

Ability to create relevance and interest in the first touch.

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## 2:30 PM – 4:00 PM | Module 4: Winning Messages (Email, Call, LinkedIn) (1.5 hrs)

### Topics Covered:

- The structure of high-performing SDR messaging
- Hooks that work for MDM buyers
- Cold call opening lines that reduce resistance
- LinkedIn strategies (non-pushy engagement)
- Handling “Not Interested” professionally
- **NEW:** *How to hold deeper, meaningful conversations during cold calls & early discovery calls*

### Activity:



30-second pitch role-plays



Peer feedback

### Outcome:

SDRs confidently hold productive cold & discovery call conversations.

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## 4:00 PM – 5:00 PM | Module 5: Objection Handling Essentials (1 hr)

### Topics Covered:

- Top 7 objections in MDM:
  - “We already have a vendor”
  - “No budget”
  - “Send details”

- “Too busy”
- “Not a priority”
- 4-Step Framework:  
**Empathy → Clarify → Solve → Close**
- Turning objections into opportunities

**Activity:**



Objection simulation rounds

**Outcome:**

Ability to stay calm, confident, and persuasive during resistance.

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## **END OF DAY 1 DELIVERABLES**

- Strong MDM knowledge
  - Clear buyer persona understanding
  - Improved cold-call & conversation skills
  - Better objection handling
  - First-contact confidence
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## **DAY 2 (8 HOURS)**

**Theme: *Follow-ups, Qualification, Cadence, Conversions, Handoffs, Metrics***

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## 9:00 AM – 10:30 AM | Module 6: Follow-up Discipline & Value Addition (1.5 hrs)

### Topics Covered:

- Why 80% of meetings come from follow-ups
- Multi-channel follow-up strategy:
  - Phone
  - Email
  - LinkedIn
- Adding value each time — not "Just checking in"
- Persistence vs pressure psychology

### Activity:



Create a 3-touch follow-up sequence for a real prospect.

### Outcome:

SDRs maintain pipeline movement through thoughtful follow-ups.

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## 10:30 AM – 12:00 PM | Module 7: Lead Qualification (1.5 hrs)

### Topics Covered:

- BANT & CHAMP frameworks simplified
- Quick qualification in under 5 minutes
- Discovery call flow:
  - Rapport
  - Pain
  - Impact
  - Fit
  - CTA

- Asking questions that reveal real intent
- **Aligned to new point:**  
Holding meaningful conversations during discovery calls.

**Activity:**



Mock discovery interviews

**Outcome:**

SDRs qualify smart, ask better questions, and avoid wasting time.

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## **1:00 PM – 2:30 PM | Module 8: Structuring Outreach Cadence (1.5 hrs)**

**Topics Covered:**

- Building a 7–12 day cadence timeline
- Phone + Email + LinkedIn hybrid model
- Managing CRM tasks and lead notes
- Clean handovers to Account Executives

**Activity:**



Group builds a 12-day MDM-specific cadence.

**Outcome:**

Structured and consistent outreach that increases touch effectiveness.

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## 2:30 PM – 4:00 PM | Module 9: Converting Conversations to Meetings (1.5 hrs)

### Topics Covered:

- Techniques to turn curiosity into a calendar meeting
- Strong Call-to-Action (CTA) examples
- Case study: Cold contact → Discovery → Demo
- Handling follow-up objections
- **NEW:** *How to improve conversion rate from connect → discovery meeting*

### Activity:



Live conversion role-play

### Outcome:

SDRs book more meetings from their connects and follow-ups.

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## 4:00 PM – 5:00 PM | Module 10: SDR Metrics + Personal Improvement Plan (1 hr)

### Topics Covered:

- Key SDR Metrics:
  - Daily activity
  - Meeting conversion rate
  - Pipeline contribution
  - Lead quality
  - Connect → Discovery rate
- Weekly self-review habits
- How to maintain improvement logs

- **NEW:**

*How to handle outbound opportunities after transferring them to Sales to ensure more closures*

**Activity:**



Reflection: "What will I improve starting tomorrow?"



Group share-out

**Outcome:**

SDRs understand metrics, performance levers, and cross-functional partnership.

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## **END OF DAY 2 DELIVERABLES**

- Strong follow-up discipline
  - Effective discovery conversations
  - Higher connect → discovery conversion
  - Structured outreach cadence
  - Better qualified meetings
  - Improved AE handovers → more closures
  - Personal improvement plan
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## **FULL PROGRAM SUMMARY**

This 16-hour curriculum equips SDRs with complete mastery over:

- Industry knowledge
- Buyer psychology
- Cold calling
- Discovery calls
- Follow-ups
- Cadence building

- Conversions
- Objections
- KPI ownership
- Sales handovers

**All three of your required additions have been fully embedded:**



Holding impactful conversations in cold & discovery calls



Improving connect → discovery conversion rates



Handling outbound opportunities after handover to Sales

