SDR DAILY PLAYBOOK

Sales Development Representative Guide • Dec 2025

"It's a numbers game. Consistency beats cleverness."

YOUR MISSION

5	**20**	**2–4**
QUALIFIED MEETINGS / WEEK	MEETINGS / MONTH	HOURS DAILY

Your job is simple: **book qualified meetings for the sales team.** Not just any meetings—meetings with decision-makers at companies that fit our ICP and have real pain we can solve.

WHAT "QUALIFIED" MEANS

✓ QUALIFIED MEETING

- $1M-$20M revenue (ideally $3M+)
- 10-75 employees
- 3+ years in business
- Owner/CEO is the decision maker
- No internal IT team
- Expressed pain or interest

✗ DISQUALIFY FAST

- Insurance agencies (high churn)
- Tech companies
- Startups (<3 years old)
- Solopreneurs / tiny teams
- Anyone asking "what's cheapest?"
- Has IT team or IT person

TARGET INDUSTRIES

INDUSTRY	TYPICAL DEAL SIZE	PRIORITY	NOTES
Healthcare	$4,000-$6,000/mo	★★★ High	HIPAA compliance = pain point
Manufacturing	$4,000-$7,000/mo	★★★ High	Complex ops, tech debt
Construction	$4,000-$6,000/mo	★★★ High	Multiple locations, field teams
Professional Services	$3,000-$5,000/mo	★★ Medium	Law firms, accounting, consulting
Home Services	$3,000-$5,000/mo	★★ Medium	HVAC, plumbing, electrical (20+ employees)
Real Estate	$3,000-$5,000/mo	★★ Medium	Property management, brokerages

DAILY STRUCTURE (2–4 HOURS)

TIME BLOCK	ACTIVITY	DURATION	OUTPUT
Morning	Research & List Building	30-45 min	20 new prospects identified
Midday	Outreach Execution	1-2 hours	20 LinkedIn requests, 20 emails, 10 follow-ups
Afternoon	Follow-ups & Responses	30-45 min	All responses handled same-day

WHERE TO FIND PROSPECTS

Primary Sources

- **LinkedIn Sales Navigator** - Filter by industry, company size, location
- **Google Search** - "[industry] companies [city]", "top [industry] firms Florida"
- **Industry Directories** - Chamber of Commerce, trade associations

Secondary Sources

- **Business Journals** - Growing companies, award winners
- **Job Postings** - Companies hiring = growing
- **News/PR** - Funding announcements, expansions

WEEKLY TARGETS

METRIC	DAILY	WEEKLY	WHY IT MATTERS
New Prospects Researched	20	100	Keeps pipeline full
LinkedIn Connection Requests	20	100	~30% accept rate = 30 new connections
Cold Emails Sent	20	100	~10% open, ~2% reply
Follow-up Touches	10	50	80% of deals happen after 5+ touches
Replies Received	2-3	10-15	Convert to conversations
Meetings Booked	**1**	**5**	**THE number that matters**

> **KEY INSIGHT**
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> The math is simple: 100 outreaches → 10-15 replies → 5 meetings. If you're not hitting 5 meetings, you're not doing enough outreach. Period.

OUTREACH TEMPLATES

LinkedIn Connection Request (Under 300 Characters)

TEMPLATE

Hi [First Name] - saw [Company] is growing in [industry]. We help companies like yours handle IT and automation so you can focus on growth. Would love to connect.

First Cold Email

SUBJECT: QUICK QUESTION ABOUT [COMPANY]'S TECH STACK

Hi [First Name],

I work with [industry] companies in Florida that are growing fast but struggling to keep up with the tech side—systems breaking, security concerns, manual processes eating up time.

We help by handling all the IT and automation so owners can focus on what they do best.

Worth a quick call to see if we might be a fit?

[Your Name]
Apex Pro AI

Follow-Up Email (Day 3-4)

SUBJECT: RE: QUICK QUESTION ABOUT [COMPANY]'S TECH STACK

Hi [First Name],

Just bumping this up. I know you're busy running [Company].

Quick question: is managing IT and technology something that's taking more of your time than it should?

If so, might be worth 15 minutes. If not, no worries—just let me know and I'll stop bugging you.

[Your Name]

Follow-Up Email (Day 7-10)

SUBJECT: ONE MORE TRY

Hi [First Name],

Last email, I promise.

We recently helped a [similar industry] company eliminate 20+ hours/week of manual work and stop worrying about security. Happy to share what we did.

If the timing isn't right, totally understand. Just reply "not now" and I'll check back in a few months.

[Your Name]

HANDLING RESPONSES

RESPONSE TYPE	WHAT THEY SAY	WHAT YOU DO
Interested	"Sure, let's talk" / "Tell me more"	Book the call immediately. Send calendar link within 5 minutes. "Great! Here's my calendar—grab a time that works: [link]"
Not Ready	"Maybe in a few months" / "Not right now"	Acknowledge and set follow-up. "Totally understand. Mind if I check back in [timeframe]? What would make it a better time?"
Not Interested	"No thanks" / "We're all set"	Thank them, remove from sequence. "Appreciate you letting me know. Best of luck with [Company]."
Price Question	"What do you charge?"	Range + redirect to value. "Typically $2K-$6K/mo depending on needs. Quick call to see if it even makes sense?"
Send Info	"Just send me some info"	Send brief overview + ask for call. "Happy to—but honestly, 15 min call would tell us both if it's worth exploring. Here or would you prefer I just send details?"

> **PRO TIP**
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> "Send me info" is usually a brush-off. Push gently for a call: "I can send info, but honestly a 15-minute call will tell us both pretty quickly if this is even worth exploring. Would [day] at [time] work?"

RED FLAGS TO DISQUALIFY

STOP AND DISQUALIFY IF YOU HEAR:

- "What's your cheapest option?" → Price shopping, not value buying
- "We have an IT guy" → No need for us
- "We're a startup" / "Just launched" → Too early, can't afford
- "I need to talk to 5 other vendors" → Comparison shopper
- "Can you just do one small thing?" → Not a fit for managed services
- Insurance agency → High churn, price sensitive industry

Disqualifying fast is a skill. Every hour spent on a bad prospect is an hour not spent on a good one. If they show red flags, politely close the conversation and move on.

WEEKLY RHYTHM

DAY	FOCUS	KEY ACTIVITIES
Monday	Fresh Start	Review pipeline, plan week, heavy research & list building
Tuesday	Outreach Push	Maximum new outreach—LinkedIn + email blitz
Wednesday	Follow-Up Day	Heavy follow-ups on all sequences, respond to all replies
Thursday	Outreach Push	Another round of new outreach to fresh prospects
Friday	Clean Up & Report	Final follow-ups, update CRM, submit weekly report

FRIDAY REPORT TEMPLATE

WEEKLY SDR REPORT - [DATE RANGE]

Meetings Booked This Week: [X] (Goal: 5)

Activity Metrics:
- *New prospects researched: [X]*
- *LinkedIn requests sent: [X]*
- *Emails sent: [X]*
- *Follow-ups completed: [X]*
- *Replies received: [X]*

Meetings Detail:
1. [Company] - [Contact] - [Date/Time] - [Industry]
2. [Company] - [Contact] - [Date/Time] - [Industry]
...

Pipeline Notes:
- *Hot prospects for next week: [list]*
- *Challenges/blockers: [any issues]*
- *What worked well: [learnings]*

HANDOFF TO SALES

When you book a meeting, you need to give Sales everything they need to show up prepared:

INFO TO PROVIDE	WHERE TO FIND IT
Company name & website	LinkedIn / research
Contact name, title, email, phone	LinkedIn / email signature
Company size (employees & revenue if known)	LinkedIn / website / research
Industry	LinkedIn / website
Pain points mentioned	Your conversation notes
How they heard about us / why they took the meeting	Your conversation notes