

# SDR Weekly Report

Submit to BDM by 5 pm Friday · used in Monday 2:30 pm Melbourne sync

| SDR         | WEEK ENDING | VERTICAL | STATUS    |
|-------------|-------------|----------|-----------|
| Pemuda Solo | 4/9/2026    | SaaS/ISV | Submitted |

01 · ACTIVITY

## Activity Numbers

Outbound volumes for the week. Targets are outbound-adjusted benchmarks.

|                                                                      |                                                                       |                                                                                 |
|----------------------------------------------------------------------|-----------------------------------------------------------------------|---------------------------------------------------------------------------------|
| <div>LINKEDIN INVITES SENT</div> <div>38 / 40</div> <div>WATCH</div> | <div>LINKEDIN ACCEPTED</div> <div>7 / 8 (20%)</div> <div>WATCH</div>  | <div>LINKEDIN FOLLOW-UPS</div> <div>7 / All accepted</div> <div>ON TARGET</div> |
| <div>LINKEDIN REPLIES</div> <div>1 / 2 – 5</div> <div>WATCH</div>    | <div>COLD EMAILS SENT</div> <div>19 / 20 – 30</div> <div>WATCH</div>  | <div>EMAIL REPLIES</div> <div>1 / 2 – 4</div> <div>WATCH</div>                  |
| <div>PHONE CALLS</div> <div>4 / 5 – 10</div> <div>WATCH</div>        | <div>UNIQUE ACCOUNTS TOUCHED</div> <div>9 / 10</div> <div>WATCH</div> |                                                                                 |

## Handoffs to BDM

Prospects ready for BDM. Triggered when a prospect replies with intent, books a call, or asks a qualifying question.

| TOTAL HANDOFFS          |          | PENDING BDM ACTION                   |      |          |
|-------------------------|----------|--------------------------------------|------|----------|
| 1                       |          | 1                                    |      |          |
| COMPANY                 | CONTACT  | TRIGGER                              | TIER | DATE     |
| New inbound — re-ferral | VP Sales | Warm referral from existing customer | T1   | 4/9/2026 |

## List & ICP Quality

Tier-1: VIC, 200–2,000 staff, SaaS / FinTech / HealthTech / Transport / Manufacturing. Tier-2: 50–199 staff, Rev < AU\$10M.

|                       |                      |                    |
|-----------------------|----------------------|--------------------|
| TIER-1 ICP TOUCHES    | TIER-2 ICP TOUCHES   | NEW ACCOUNTS ADDED |
| 62 %                  | 34 %                 | 4                  |
| Target e 70%          | Target e 30%         | Target 10 – 20     |
| WATCH                 | ON TARGET            | BELOW              |
| ACCOUNTS DISQUALIFIED | TOTAL ACTIVE (CUM.)  |                    |
| 1                     | 22                   |                    |
| Target Report actual  | Target 100 / quarter |                    |
| —                     | BELOW                |                    |

### SOURCE OF NEW ACCOUNTS

SalesNav search + referrals

### ICP MISMATCHES FOUND

One account below headcount threshold — disqualified.

# Message Performance

What's landing and what's not. This is how we iterate the outreach.

BEST-PERFORMING ANGLE

Job-listing hook referencing a specific open role.

OBJECTION / PUSHBACK

"We just signed with a competitor."

WORST-PERFORMING ANGLE

Generic 'quick call?' opener — near-zero reply rate.

SUGGESTED CHANGE NEXT WEEK

Lead with the reliability angle instead of price in week 1 touches.

# Blockers & Escalations

Anything slowing the SDR down or needing a decision from Thomas.

| BLOCKER                   | DETAIL                                                  | ACTION FROM |
|---------------------------|---------------------------------------------------------|-------------|
| Procurement review delays | Two accounts stuck waiting on security review sign-off. | BDM         |

COLLATERAL GAPS

Need an updated ROI one-pager for the FinTech vertical.

# Next Week Plan

Completed before Friday 4 pm. Thomas reviews before Monday sync.

| COMMITMENT         | ACCOUNTS / CONTEXT      | BY WHEN   |
|--------------------|-------------------------|-----------|
| LinkedIn requests  | 40 – 50 Tier-1 accounts | Wednesday |
| Follow-up messages | All pending connections | Thursday  |
| Emails             | All accounts            | Friday    |

PRIORITY ACCOUNTS

—

ONE THING TO TEST

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REFERENCE

## Handoff trigger criteria

- Replies with a question or interest signal
- Books a call via MS Booking or asks to schedule
- Asks about pricing, timelines, or scope (even casually)
- Mentions a pain matching a Mitrais accelerator (engineering, security, AI, data)
- Introduces you to another person in their team

*Don't qualify the prospect yourself. Don't discuss scope, pricing, or Mitrais services in detail. Your role is to create the conversation — Thomas closes it.*

**T1**

Ongoing dev need · AU\$500K+ · multi-stakeholder

**T2**

Fixed project · AU\$150–350K

**T3**

Bounded problem · AU\$50–100K · single decision-maker