

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	31/7/2026	Manufacturing	Submitted

01 · ACTIVITY

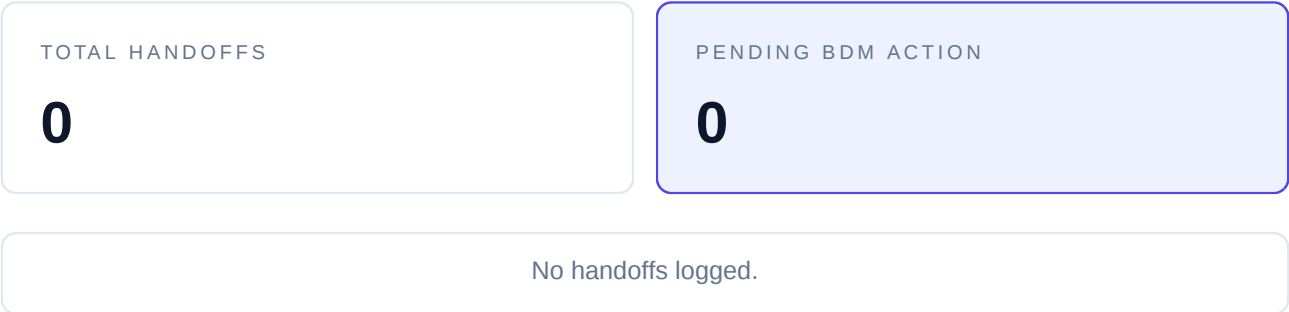
Activity Numbers

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

LINKEDIN INVITES SENT 52 / 40 ON TARGET	LINKEDIN ACCEPTED 11 / 8 (20%) ON TARGET	LINKEDIN FOLLOW-UPS 11 / All accepted ON TARGET
LINKEDIN REPLIES 4 / 2 – 5 ON TARGET	COLD EMAILS SENT 27 / 20 – 30 ON TARGET	EMAIL REPLIES 3 / 2 – 4 ON TARGET
PHONE CALLS 7 / 5 – 10 ON TARGET	UNIQUE ACCOUNTS TOUCHED 13 / 10 ON TARGET	

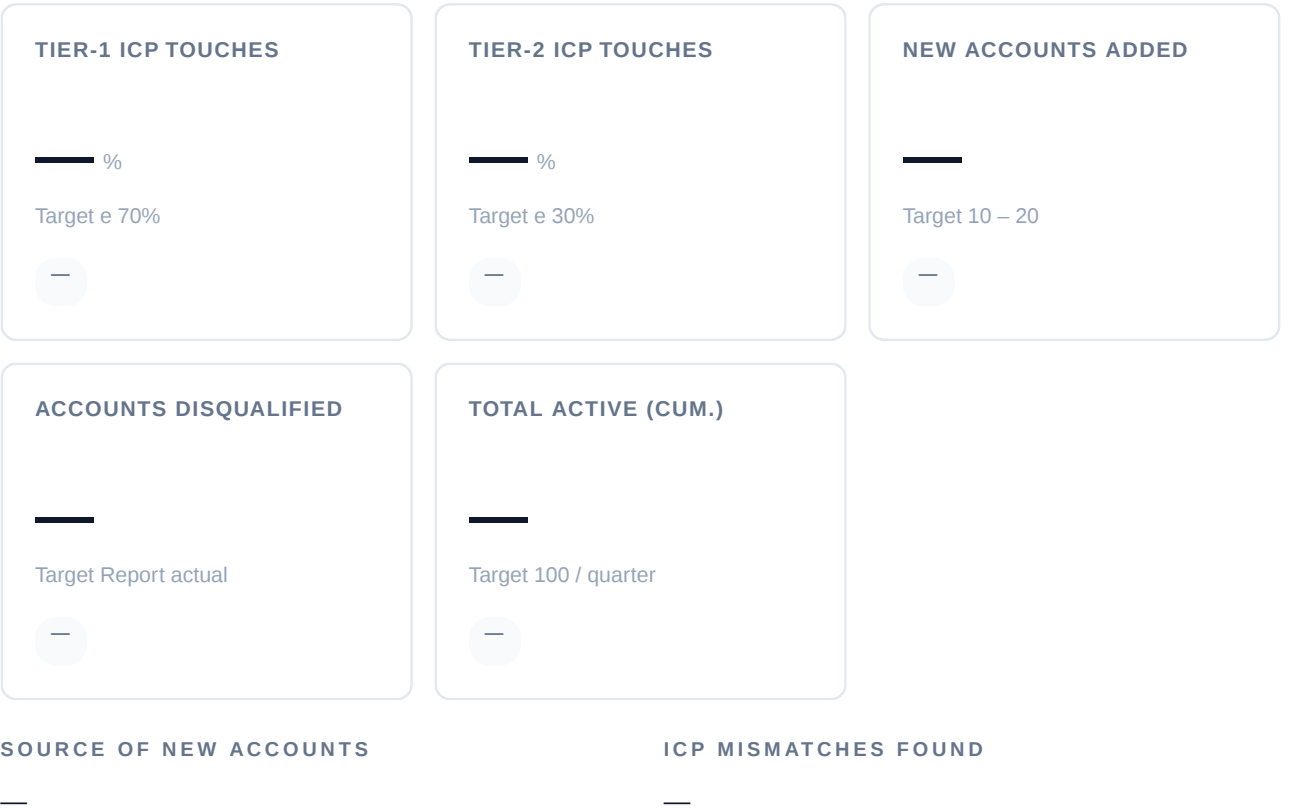
Handoffs to BDM

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



List & ICP Quality

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



Message Performance

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

BEST-PERFORMING ANGLE

—

WORST-PERFORMING ANGLE

—

OBJECTION / PUSHBACK

—

SUGGESTED CHANGE NEXT WEEK

—

Blockers & Escalations

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

None logged this week.

COLLATERAL GAPS

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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