



## Examples of “Sales Development Representative” Tasks

The SDR role is where all the mechanized, highly-repetitive, hand-to-hand combat tasks live, which may include the following for you:

- Add 1st-degree connections to your LNKD profile aligned with your “Right-fit Client” Avatar (good goal: 20 per day / 100 per week).
- Remove wrong fit connections (not aligned with your RFC avatar).
- Send personal, one-to-one invitations to your 1st-degree connections to attend your next “Transitional Moment” (think virtual events, workshops, open-mic Q&As, download gated content).
- Check-ins with people who open emails to offer help with questions.
- Check-ins with people who attend your “Transitional Moments” and offer to help with questions or concerns. *“Thanks for attending our (insert Transitional Moment) where we covered X, Y, and Z. Was it helpful? And if so — how so?”*
- Build your email list (good goal: 100 to 200 emails per week) using tools like SalesQL and Connect 365 ([covered in Day 2 of July Intensive](#)).
- Reply to comments on social media — nudge when appropriate to move over to “Setter.”