

THE SDR QUOTA TOOLKIT

How top SDRs hit quota every year

Dialing 30 prospects who have a reason to buy is smarter than blasting 100 cold ones. Same effort, a fraction of the rejection, and way more meetings.

Armand Farrokh

Founder, 30 Minutes to President's Club

Four plays, one operating system

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Start here

What's going on folks! It's Armand Farrokh from 30 Minutes to President's Club crashing the Unify party.

I started my career as a Head of Sales Development and that carved my path to VP of Sales.

Over 7 years I hired over 50 SDRs and learned that the grinder SDR almost never ended up at the top of the leaderboard. Because they'd make 300 cold calls on the WRONG accounts, at the WRONG time, with ABYSMAL messaging.

The best SDRs are the smart SDRs. They break down quotas into a science, and they're ruthless about finding who to target and crafting messages that land. Dialing 30 prospects who have a reason to buy is smarter than blasting 100 cold ones. Same effort, a fraction of the rejection, and way more meetings.

So today, we're gonna break down the exact things top SDRs do to hit quota every year:

- 1** Know the 100% to quota sales math
- 2** Use the SDR daily operating system
- 3** Seek out the signals & hunt your highest-intent prospects
- 4** Airfry your outreach; make it crispy

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1. Know the 100% to quota sales math

To beat your quota, you gotta know your quota. So let's nerd out for a second and break our quota down into actual outreach activities.

SDR quota is simple math if you break it down and work backwards. Starting with: **volume × conversion = meetings.**

IF YOU HAVE A MEETING OR SQL QUOTA

Monthly meeting / SQL quota: 15

Meetings to book: 20 (75% show rate)

Cold call / email split: 50/50 (use your split from prior month)

WORK BACKWARDS ON COLD CALL INPUTS

Cold call meetings: 10 needed, with a 20% meeting rate requires...

Connects: 50 and if we get a 5% connect rate, we need...

Dials: 1,000 (~250 dials per week!)

WORK BACKWARDS ON COLD EMAIL INPUTS

Email meetings: 10, and if 20% of replies convert to meetings...

Replies: 50, and if you get a 2% reply rate...

Emails sent: 2,500 (~625 per week)

SO NOW WE KNOW HOW MUCH ACTIVITY IS NEEDED TO HIT QUOTA

~250

dials per week

~625

emails per week

Wanna do less volume? Do better conversion!

Increase conversion by doubling down on the campaigns that book more meetings. But first you need a system that enables you to reach your weekly call and email volume. Grab your green, yellow, and red crayons and let's take a peek at that calendar.

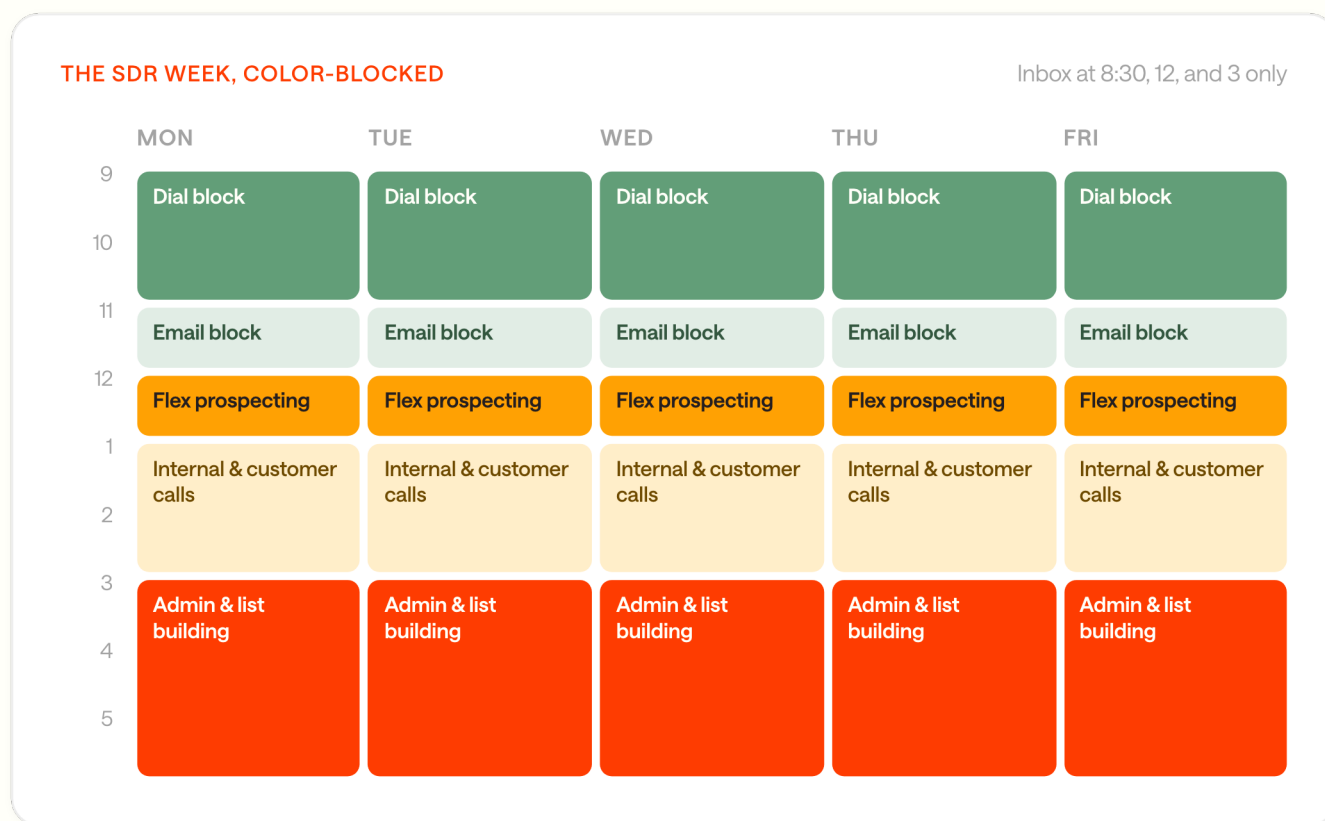
[Try it free →](#)

2. Use the SDR daily operating system

Most SDRs start their day checking Slack, doing morning meetings with their AEs, and burning all of their energy before noon.

And then you wonder why they don't wanna cold call at 3pm.

Here's a SDR sales calendar that lets you hit ALL of the inputs before noon:



■ Green (9–12)	Hit your prospecting goal (1 call block, 1 email block)
■ Yellow (12–3)	Prospecting flex blocks and internal/customer calls.
■ Red (3–6)	Do ALL of your admin and list building.

A few key ways to actually adhere to this:

- Timeblock your inbox to 8:30, 12, and 3 (the death of a SDR is context switching)
- **ALWAYS do the dials first thing in the morning:** it's the hardest, most energy-draining thing.
- **Do all of your list building at the END of the day:** if you're list building at 9am, you're behind the reps who did it last night and started today dialing.

HOW UNIFY HELPS

Top Unify SDR tactics: how Owen Polk maximizes cold call connects

Owen Polk is a Top SDR at Unify who uses that flex prospecting block at the times when pickup rates are highest (9am, 12pm, 5pm, 8pm). He keeps his 9am dial block and capitalizes on afternoon pickup rates to maximize connects.

Shrink your daily red-block with Unify. Simply describe the desired target list once, in plain English ("accounts with high intent in the last 7 days, exclude anyone I've touched this week"), and it gets built across 40+ data sources and a proprietary database of 1.1B+ contacts. No filter builder, no CSV, no RevOps ticket. The prep is done before you sit down to dial.

Build a list from one prompt →

3. Seek out the signals & hunt your highest-intent prospects

Signals are just proof that a prospect is more likely to have a problem you can solve. If you work your account list top to bottom with equal effort, you better get comfy at the bottom of the leaderboard. Because the smart SDRs learn which signals actually mean a prospect is ready, and prioritize those first.

Most reps know to work the signals, but they might only focus on 2 or 3 more obvious signals. If you work a longer list of signals, and truly understand them, you have more problems you can solve. More problems means more opportunity living in your account list. Here is a list of buyer intent signals to seek out:

Home

Scheduled chats

Recents

My Accounts

SF Series B Startups

SF Series B Fortechs

Base64 URL Encoding

Enrich Records for Unity

Enrich Prospects with E...

Unity SF Sales Contacts

Company Funding Table

Molinar Owner Phone

Connection to Charles ...

Unity employees Linked...

Sell to Stripe

First office addresses

Sell to Stripe

First Personal Emails

Founders and Exec Em...

Company executives an...

Executive Contact Enri...

Top Execs and Emails

Fitor and Mark Promoti...

Drop Customers Highl...

FinOps GTM Signal Scan

Spend Management Co...

Recently Hand Sales...

Ramp GTM Briefing

Top 5 Ramp Competitors

Ramp Competitor Targ...

Tom K. Communications

Give me 50 accounts assigned to My Accounts and tier them based on fit

Thought for 4m 26s

Built the 50-account ranked list.

Tier 1: 23 accounts

Tier 2: 21 accounts

Tier 3: 7 accounts

Scoring used employee count, 8/28 software/technology relevance, funding stage, geography, sales team size, and hiring signals. I treated NNN Owner as the assignment field because Owen has 901 accounts there, versus only 2 under standard Salesforce Account Owner.

My Accounts: Top 50 Accounts by ICP Fit

Ownership confidence is high. Fit confidence is moderate to high because the ranking relies on well-covered Salesforce fields and required no paid enrichment. Tiers are relative within this already high-fit top 50.

Add tier-specific notes for the top 50 accounts so I can see the strongest hook and likely buyer for each.

Filter this list to Tier 1 accounts in the US and Canada with 50-300 employees.

Draft a cold email to the top 3 accounts using their funding stage and sales team size as the hook.

Prospect, engage, @ to add context

GPT 5.5 Std

My Accounts: Top 50 Accounts by ICP Fit

50 Records

Search table

	Account	Domain	Fit Tier	Fit Score	Why It Fits	Employees	Industry
1	Playstand	playstand.com	Tier 1	100	241 employees, core s...	241	Software I
2	Signpost	signpost.com	Tier 1	100	156 employees, core s...	156	Software I
3	Clus Systems	cluseltd.com	Tier 1	100	150 employees, core s...	150	Software I
4	CloudZero	cloudzero.com	Tier 1	100	140 employees, core s...	140	Software I
5	Talocal	talocal.com	Tier 1	100	180 employees, core s...	180	Software I
6	Arise	arise.com	Tier 1	100	130 employees, core s...	130	Informatic
7	Docout	docout.com	Tier 1	100	255 employees, core s...	255	Software I
8	Black Kite	blackkite.com	Tier 1	100	141 employees, core s...	141	IT Service
9	Datarails	datarails.com	Tier 1	100	232 employees, core s...	232	Software I
10	DataSnapper	datasnapper.com	Tier 1	100	245 employees, core s...	245	computer
11	PolyAI	polyai.com	Tier 1	100	237 employees, core s...	237	medical d...
12	Zylo	zylo.com	Tier 1	100	143 employees, core s...	143	Software I
13	Tenor	tenor.com	Tier 1	100	110 employees, core s...	110	Software I
14	Sourcegraph	sourcegraph.com	Tier 1	100	186 employees, core s...	186	Software I
15	LucidLink	lucidlink.com	Tier 1	100	218 employees, core s...	218	Software I
16	ChurnZero	churnzero.com	Tier 1	100	140 employees, core s...	140	Software I
17	TRM Labs	trmlabs.com	Tier 1	100	281 employees, core s...	281	Informatic
18	Toddy	toddy.com	Tier 1	100	135 employees, core s...	135	Professor
19	Relay Payments	relaypayments.com	Tier 1	100	114 employees, core s...	114	Diversifi...
20	Loop	loopstartups.com	Tier 1	100	272 employees, core s...	272	Software I
21	Pave	pave.com	Tier 1	100	280 employees, core s...	280	Diversifi...
22	Paperless Parts	paperlessparts.com	Tier 1	100	131 employees, core s...	131	Software I
23	Kindr	kindr.com	Tier 2	98	140 employees, core s...	140	Informatic
24	InfraPeak	infrapeak.com	Tier 2	98	250 employees, core s...	250	Informatic
25	Concentric AI	concentricai.com	Tier 2	98	150 employees, core s...	150	Data Bec...
26	DaaS	daas.com	Tier 2	98	78 employees, core s...	78	Internet S...
27	Altana	altana.ai	Tier 2	98	240 employees, core s...	240	

More columns

- **Your champion just changed jobs.** You helped 'em once, you'll help 'em again
- **Competitor is hurting.** Be tactful, but bad competitor press is opportunity
- **New exec.** New leaders usually want to shake things up
- **Hiring for a role your product supports.** Ten new SDR reqs = new tooling
- **Repeat website visits from old account.** Coming back around like a regretful ex
- **Exec publicly named the pain.** An article or interview where a decision-maker mentions the problem you solve.

None of these signals show up if you're only building static lists based on firmographics. Find these signals by monitoring your top prospects for a reason to reach out.

Unify can help you do exactly this. Describe the signals that matter in plain English, layer them, and Unify surfaces the accounts that fit.

[See which of your accounts are showing intent →](#)

Signals indicate problems. But those problems might be problems today, tomorrow, or someday problems. Prioritize your accounts based on their likelihood of urgency.

TIER 1

Problem now!

New CRO hire, free trial signup, pricing page visit, champion job change

TIER 2

Problem soon

Funding round, job postings, content engagement

TIER 3

All other accounts

Adjust your outreach volume and effort according to the Tiers. This may be as simple as adding a few dials to your Tier 1 and 2 accounts, because they are much more likely to convert when they're feeling the pain their problem causes today.

HOW UNIFY HELPS

On a typical day, Owen Polk shows up with a full starting lineup of Tier 1 prospects already teed up: "I can see when people are actually reacting to my outbound," and that's where he spends his time. That's the difference between "I hope I book meetings today" and "I'm picking which meetings I want."

Tiering turns the signals from section 1 into a daily plan. Unify surfaces the accounts tripping your signals and sorts them into this order for you, so the top of your list is always the stuff worth calling first.

[See your highest-intent accounts today →](#)

4. Outreach, the crispier the better

Good outbound is like good pizza crust, crispy. Short and shockingly clear without all the marketing rah-rah jargon.

Give yourself an edge by leading with something you actually learned about them, which a marketer typically can't do. Pointing that out in as few words as possible, makes it crispy.

A SIMPLE 4-PART MESSAGING FRAMEWORK

- 1 What I saw about you (the signal)
- 2 What problem I think you have
- 3 How we helped someone else solve it
- 4 A low friction CTA (open to learning more)

Let's bring the 4 parts together in an example:

Crispy cold email

Hi Spencer,

Saw you just got FDA approval to proceed with the FAPI clinical trial.

SIGNAL

Clinical ops leaders tell us they want to enable recruitment of upcoming trials, but working in spreadsheets makes it really hard to move fast.

PROBLEM

Ultromics and MEDRhythms used us to help shorten timelines from 12 weeks to 4 weeks.

HOW = PROOF +
MEASURABLE OUTCOME

Can I share how this could work for you at Company X?
Armand

CTA

Keep it short and crispy. Say it in as few words as it takes to land the point.

HOW UNIFY HELPS

Everyone has the same worry about AI outbound: it sounds like AI. Fair. That's the exact thing to design against. The best reps don't write every email from scratch, but they don't hand the whole thing to a bot either. The agent drafts, you direct.

Unify connects to your mailbox and studies how you actually write, your sent emails and your replies, to build a voice profile that's yours. Its copywriting agent, trained on 25M+ outbound emails, layers in what earns replies. Prompt for a multi-step sequence across email, calls, and LinkedIn and it comes back sounding like you, personalized from real signals instead of merge fields. You review, edit, and stay the author. Multi-channel sequences like this see 37% higher reply rates than email-only.

We're learning your voice



Analyzing your writing style

- *Avoid long-form emails: Keep messages compact; do not expand into multi-page explanations or lengthy...*
- *No formal bullets or numbered lists: Prefer short standalone lines and paragraphs over bullet or...*
- *Do not include links: Avoid calendar links, resource links, PDF links, or linked CTAs in generated outbound.*

75% complete

Skip ahead >

How Unify can help: let agents monitor and orchestrate

The whole playbook comes down to one habit: work the accounts with a reason to buy, skip the rest. But watching every account for every signal is impossible by hand. Nobody has time to check 500 accounts each morning for job changes, funding, web visits, and renewals.

So you hand that job to an agent. In Unify that's three things.

1 Monitor your whole book of business, automatically.

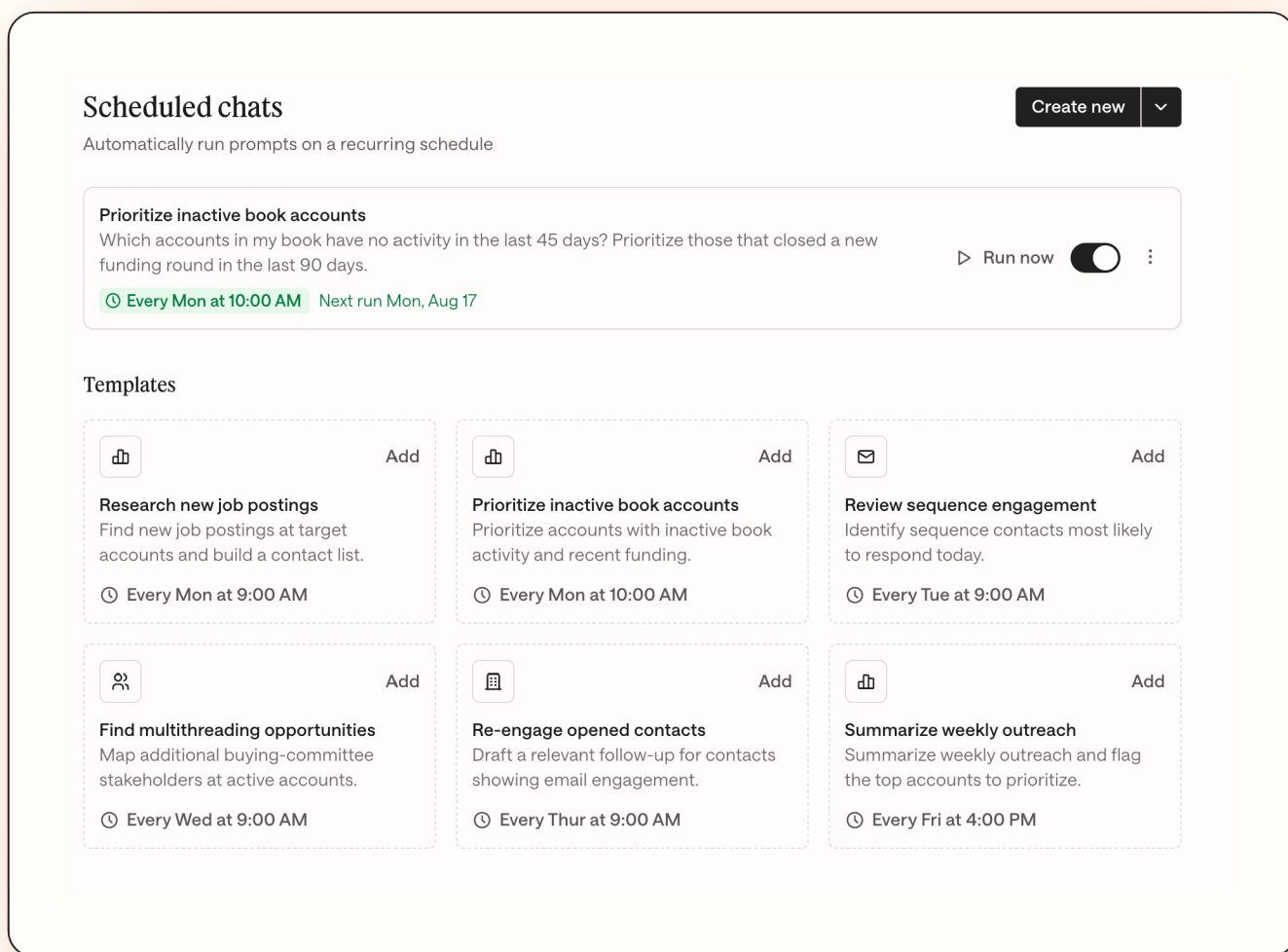
Point Unify at your accounts and tell it what to watch: “flag any account where a champion changed jobs, a pricing page got visited twice, or they started hiring SDRs.” It watches all of them, all the time, and surfaces the ones that trip a trigger at the top of your list. You stop building lists and start reviewing a queue of accounts that are actually ready. That's how you get to 30 high-intent touches instead of 100 cold ones.

2 Run scheduled chats so Tier 1 is teed up every morning.

Set the query once and put it on a schedule: “Every morning at 7am, find accounts in my territory with high intent in the last 48 hours, exclude anyone I've touched this week, and research the top ten.” You sit down and the work is done.

3 Turn each signal into copy in your voice.

The voice profile and copywriting agent from section 5 do this automatically when an account trips. Champion job change, the email leads with that. Competitor rip-and-replace, it leads with that. Personalized from the real signal, in your words, ready for you to review and send.



You stay the approver. The judgment stays yours. The agents just kill the grunt work, one chat instead of five tabs. Reps on Unify see roughly 19% higher output, and 40% of pipeline comes from signals, because the motion runs on a reason to reach out instead of a static list.

Sign up free, connect your mailbox so the copy sounds like you, and you're watching your own signals within minutes. No credit card.

Fewer tabs, better accounts, more meetings. Go build the machine.

Start free, from prompt to pipeline →