

# The 6 Deadly Traps of Building Your Own SDR Team

(And How to Avoid Them)

*A Tactical Framework for Modern Sales Leaders*



## 1 Trap: Recruiting Inefficiency

### Problem:

Most internal recruiters don't understand sales—let alone how to screen for cultural, technocratic, or behavioral fit. As a result, your sales leaders end up wasting valuable time re-screening bad-fit candidates.

### Solution:

If you're recruiting in-house, develop a sales-specific scorecard with testable criteria for coachability, sales communication, and tool fluency. Better yet—build a recruiting process that doesn't depend on your closers doing interviews.



**Pro Tip:** External recruiters charge 20% of first-year salary but rarely save you time.

## 2 Trap: Weak Ramping & Onboarding

### Problem:

Buddy systems don't scale. A chaotic onboarding process leads to longer ramp time, hidden attrition, and massive opportunity cost.

### Solution:

Build a fail-fast, succeed-fast onboarding system. Within the first 5 days, reps should complete structured product quizzes, mock calls, and value-narrative simulations. By Day 5, you should know who makes the cut—and who doesn't.



**Pro Tip:** Document every step of your onboarding once, and reuse it for future hires.

## 3 Trap: No Qualitative Performance Insight

### Problem:

Most teams track dials and meetings—but not the quality of rep behavior, pitch delivery, or value narrative comprehension. This leads to misdiagnosed pipeline issues.

### Solution:

Use tools like Trellus or TripleSession to assess reps during onboarding. These AI tools let you simulate real calls, track pitch performance, and eliminate subjective coaching guesswork.



**Pro Tip:** If a rep isn't booking meetings but is delivering the pitch well, it might be your ICP or message—not the rep.

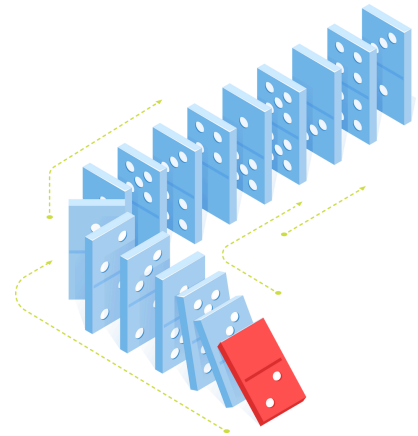
## 4 Trap: Redundancy Failure

### Problem:

You're one bad hire away from falling behind quota. Most orgs hire just enough reps. But what if one flames out?

### Solution:

Overhire by 20–30% in ramp periods and filter hard. Expect some drop-off. It's not pessimism—it's smart resourcing.



**Pro Tip:** Design your process to create winners, not just identify them.

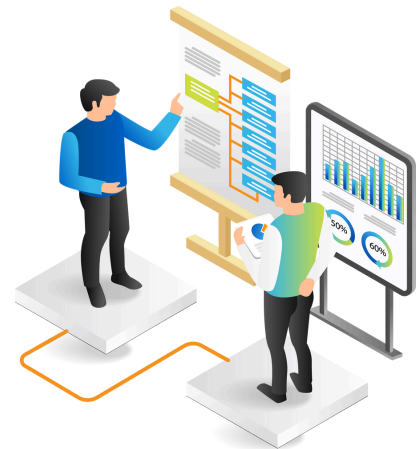
## 5 Trap: Early Stage Attrition = Glassdoor Landmines

### Problem:

Most negative Glassdoor reviews come from SDRs fired within 2–4 months. These reviews are often public, emotional, and damaging.

### Solution:

Don't hire until you've pressure-tested a rep in a risk-contained environment. Temp-to-perm is a smart way to delay Glassdoor exposure until you're confident in the hire.



**Pro Tip:** FullFunnel absorbs this reputational risk. You can too—if you're willing to be ruthless about performance filtering.

## 6 Trap: High-Churn Labor Models

### Problem:

US-based SDRs churn every 12–15 months. They're often looking for a fast promotion, a raise, or to leave.

### Solution:

If you're not running a feeder program, consider offshore labor. South African SDRs work US time zones, speak English natively, and offer 3–10x durability in the role at 50–70% of the cost.



**Pro Tip:** Comp parity with US entry-level still delivers life-changing wages in SA—and deep loyalty in return.

## How to Solve Trap #1: Recruiting Inefficiency

### 1. What This Trap Is Costing You

- Sales leaders wasting time on unqualified candidates.
- Pipeline delays due to unfilled or bad-fit hires.
- Burnout from trying to manage recruiting on top of revenue responsibilities.

### 2. What "Good" Looks Like

- Sales-specific recruiting scorecard.
- Structured hiring funnel with automation.
- Minimal sales leader involvement until final stage.

### 3. Step-by-Step: Build a Sales-Specific Recruiting Process

#### 1. Define Ideal Candidate Profile (ICP)

- Behavioural: coachable, gritty, clear communicator
- Technical: HubSpot/CRM knowledge, cold outreach tools
- Cultural: ownership mindset, pace tolerance

## 2. Create Role Scorecard

- Rubric with weighted competencies
- Minimum pass threshold required to proceed

## 3. Build a Funnel

- Resume + async video screen
- Skills test (cold email, call script)
- Structured interview (behavioral + scenario)

## 4. Automate Filtering

- Use Clay.com or recruiting CRM + Zapier

## 5. Make Data-Driven Decisions

- Disqualify fast, engage top performers early, no exceptions

## 4. Tools to Use

- Clay.com, Willo, TestGorilla, Vervoe, Zapier

## 5. Pitfalls to Avoid

- Letting gut feel override structure
- Relying on generic recruiters

## 6. What If You Want This Done for You?

FullFunnel Grow handles all recruiting, screening, and placement for you—saving you 80+ hours per hire.

# How to Solve Trap #2: Weak Ramping & Onboarding

## 1. What This Trap Is Costing You

- Longer time-to-productivity
- Increased early churn
- Lost deals and missed quotas from slow-starting reps

## 2. What "Good" Looks Like

- Documented Day 1 to Day 30 playbook
- Clear milestones and skill checkpoints
- Structured content and live testing

### 3. Step-by-Step: Build a Fail-Fast Onboarding Program

#### 1. Map Day 1–30

- Day 1: Tools access, role overview, educational resources
- Day 2–4: Product, ICP, messaging drills, processes
- Day 5: Live AI roleplay test (e.g., Trellus), final evaluation

#### 2. Set Clear Performance Gates

- By Day 3, rep should articulate value prop
- By Day 5, rep should handle objections in AI sim

#### 3. Build a Training Hub

- Host playbooks, call scripts, recordings, FAQs
- Make self-guided + coach-supported

#### 4. Run a Test Gauntlet

- Use Trellus or TripleSession to simulate discovery calls
- Validate readiness through simulation and scoring results

### 4. Tools to Use

- Notion, Trellus, TripleSession, Loom

### 5. Pitfalls to Avoid

- No consistency in coaching
- Waiting too long to see if a rep is viable

### 6. What If You Want This Done for You?

**Grow** includes our full Ground School onboarding structure, customizable for your company.

## How to Solve Trap #3: No Qualitative Performance Insight

### 1. What This Trap Is Costing You

- Wasted pipeline from reps who "sound good" but don't convert
- Misdiagnosing performance issues as volume-related

### 2. What "Good" Looks Like

- Qualitative review built into ramp
- Reps trained and tested early on narrative delivery

### 3. Step-by-Step: Measure Rep Quality Early

#### 1. Install Daily Roleplay

- Assign reps 1–2 daily prompts (value prop, objection, persona pitch)

#### 2. AI-Powered Listening

- Use TripleSession to analyze tone, clarity, message accuracy

#### 3. Score & Log Weekly

- Grade reps on 1–5 scale across pitch, clarity, message fit
- Flag coaching opportunities

#### 4. Map to Meeting Outcomes

- Cross-check pitch quality against booking rate

### 4. Tools to Use

- TripleSession, Chorus.ai, Trellus

### 5. Pitfalls to Avoid

- Assuming booked meetings = quality rep
- Only listening to calls after poor performance

### 6. What If You Want This Done for You?

**Grow** uses AI roleplays and voice analysis to pre-screen and coach reps before they ever hit a live lead.

## How to Solve Trap #4: Redundancy Failure

### 1. What This Trap Is Costing You

- You're one rep short and quota slips
- No contingency for poor performers or attrition

### 2. What "Good" Looks Like

- Overhire during onboarding
- Design onboarding like a selection process

### 3. Step-by-Step: Build Redundancy Into Your Program

#### 1. Hire 20–30% More Than Needed

- Expect some fallout; plan for it

#### 2. Run Competitive Onboarding

- Rank reps daily on performance during ramp

#### 3. Fail Fast

- Remove reps who lag behind at the end of the first week

#### 4. Keep Bench Talent

- Maintain a pre-screened reserve pool (Flex-style)

### 4. Tools to Use

- Scorecards, ramp dashboards, recruiter reserve bench

### 5. Pitfalls to Avoid

- Waiting for signs of failure
- Hoping someone will turn around

### 6. What If You Want This Done for You?

**Grow** always has “one in the chamber.” You get instant replacements with no lag time.

## How to Solve Trap #5: Glassdoor Risk from Early Churn

### 1. What This Trap Is Costing You

- Employer brand damage
- Public rants from failed reps

### 2. What "Good" Looks Like

- External probationary staffing buffer
- Churn happens before internal conversion



### 3. Step-by-Step: Protect Your Reputation

#### 1. Use a 90–120 Day Trial Layer

- Don't convert until they're proven

#### 2. Over-Communicate Expectations

- Make it clear what performance looks like

#### 3. Let Go Fast & Clean

- Thank them, offboard politely, move on

### 4. Tools to Use

- External staffing partner (FullFunnel Grow)
- Internal playbook to manage exits

### 5. Pitfalls to Avoid

- Promising a full-time role upfront
- Keeping reps past their prime

### 6. What If You Want This Done for You?

**Grow** absorbs the reputational risk—bad fits never touch your payroll or Glassdoor.

## How to Solve Trap #6: Churn from US-Based Labor

### 1. What This Trap Is Costing You

- Reps leave in 12–15 months
- You train them for someone else's team

### 2. What "Good" Looks Like

- Long-term labor strategy tied to role type
- Offshore resources where role longevity matters

### 3. Step-by-Step: Design Labor Mix by Role Type

#### 1. Segment Roles

- AE feeder roles = US-based SDRs
- Stable SDR engine = offshore (e.g., South Africa)

#### 2. Align Incentives

- US reps want career paths
- Offshore reps want role stability, cultural respect, consistent comp

#### 3. Build a Global Team Culture

- Treat all reps as equals
- Provide career dev in both markets

#### 4. Tools to Use

- Payoneer, Deel, 6sense (for region-specific messaging)

#### 5. Pitfalls to Avoid

- One-size-fits-all SDR org design
- Ignoring role durability economics

#### 6. What If You Want This Done for You?

**Grow** blends US and South African talent, customized to your org's needs and budget.

Download all six guides or book a strategy call with FullFunnel to build your SDR org the right way—before you waste time, budget, or reputation.