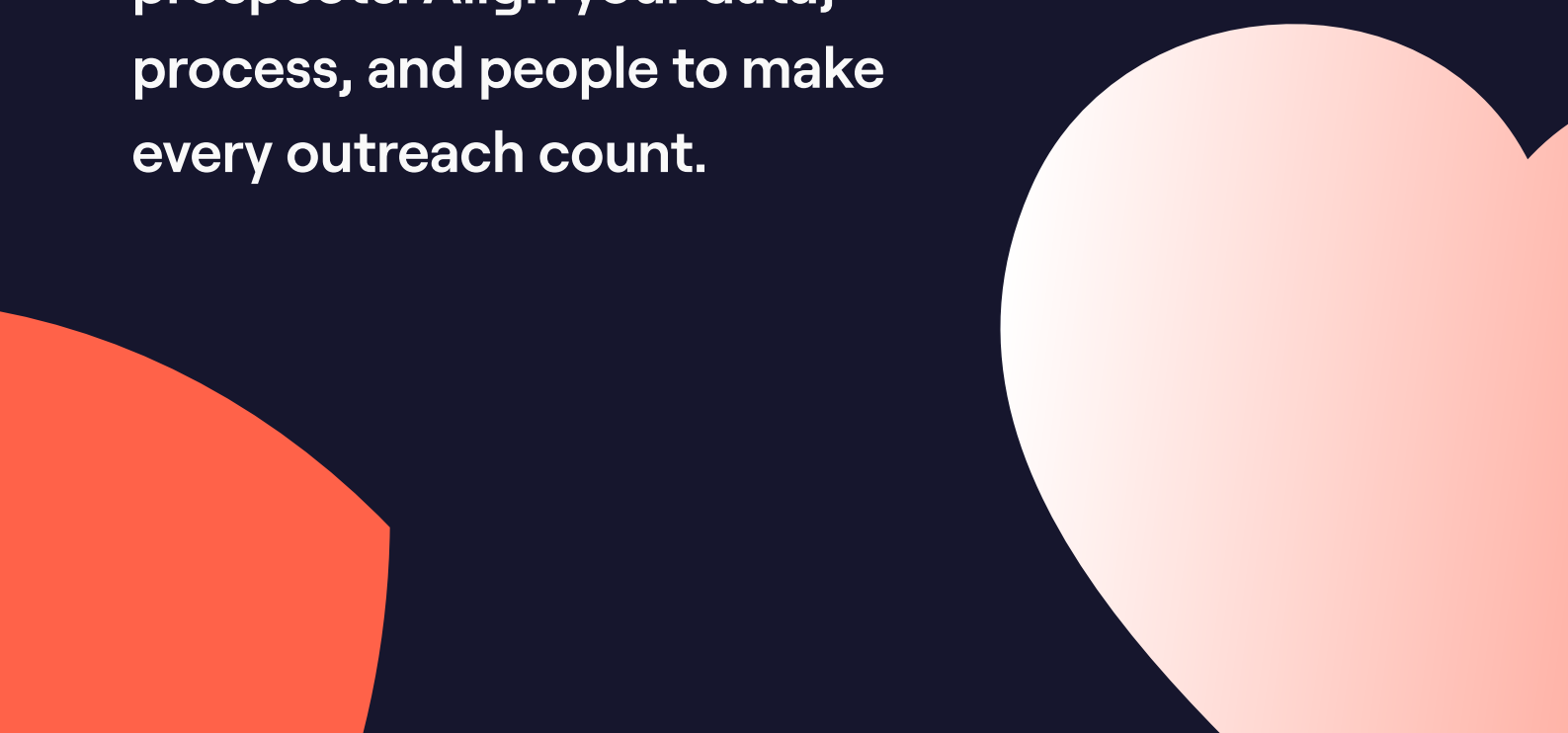**Date-a-Vendor**
Modelling Playbook #1

Matching data with your SDR team

Stop chasing the wrong prospects. Align your data, process, and people to make every outreach count.

Why modelling matters

• Launching outbound into new markets
• Refining segmentation and messaging
• Reducing wasted dials and missed opportunities
• Aligning RevOps and Sales around GTM data
• Turning prospecting into real pipeline

Green flags for SDR data modelling

Metric	What Good Looks Like
Defined ICP	Based on real win/loss and lifecycle data
Intent signals active	Used to prioritise high-fit accounts
Lead scoring framework	Built into CRM or SEP
Persona segmentation	Clear messaging per role and use case
CRM enrichment	Verified phone, email, tech stack
Workflow automation	SDRs routed to the right accounts at the right time

> " The accounts that will yield the best long-term result for the company. So I put every stage through the funnel, accounts to meetings booked, meetings to opportunities, win rates, average order value, net dollar retention, and look for the firmographic traits that predict repeat success."
>
> – Antoine Cornet, Cognism's Head of Revenue Operations, on defining an ICP

1. Define Your ICP: No More Bad Dates

A clear ICP helps SDRs focus their energy where it matters most. Start by looking at your happiest customers and fastest deals.

Attribute Type	What to Look For	Example
Firmographics	Industry, size, region	SaaS, 200+ employees, Europe
Technographics	Tools they use	Salesforce, Outreach
Buying Committee	Decision-makers and influencers	Head of Sales, RevOps Lead

How to strengthen it:

• Run a closed-won analysis by persona and region
• Create exclusions with an anti-ICP
• Segment messaging by industry or maturity

2. Use Intent Signals: Catch the Eye Across the Room

Even a perfect-fit account isn't worth chasing if the timing's off. Intent data lets SDRs focus on prospects who are actively in-market.

Signal Type	What It Shows
First-party intent	Website visits, content downloads
Third-party intent	Topic searches, competitor research
Behavioural triggers	Funding, hiring, job changes

> " Defining fit is step one; timing is step two. You might have a hundred ICP-matched accounts, but you can only work a handful. So I refine that list with in-market signals, funding rounds, hiring spikes, to focus reps on who's truly ready to say 'yes.' "
>
> – Antoine Cornet

Score accounts by:

• Frequency of signal
• Depth of engagement
• Recency of activity

3. Score Leads: Prioritise What Works

Not every prospect deserves the same attention. A simple points-based lead scoring model makes prioritisation easy.

Attribute	Score	Example
Matches ICP	+30	High-fit account
Strong intent signal	+15	In-market and engaged
Trigger event (e.g. funding, hiring)	+20	Change = opportunity
Tech stack match	+10	Better integration = faster traction

60+ = ready to contact

30–60 = nurture

Under 30 = deprioritise

Bonus Tip:
Demo requests or form submissions should always get priority, even if scoring is low.

4. Personalise With Purpose: Make It Feel Human

Your SDRs need more than names in a list — they need relevant talking points that actually land.

Personalisation Layer	What It Tells You
Firmographics	"Saw you just grew your team, is scaling top of mind?"
Technographics	"We help teams using Salesforce and Outreach integrate better."
Intent signals	"I saw your team researching outbound tools, can I help?"
Behavioural triggers	"Congrats on the funding, curious if pipeline's now a priority?"

Enable at scale with:
• Persona-based templates
• CRM enrichment tools
• Intent-fed cadences

> **"** I don't craft the emails myself, but my job is to equip SDRs with the enriched signals, buying triggers, intent waves, recent behaviours, so they have the context to write."
> something that truly feels one-to-one."
>
> - Antoine Cornet

5. Build the Stack: Time For the Heavy Lifting

Give your SDRs structure, not friction. Your job is to build the workflows and tools that turn data into action.

Tool / Workflow	What It Tells You
Verified contact data	No ghosting, mobile numbers and valid emails only
CRM enrichment	Accurate job titles, firmographics, buying triggers
Lead routing rules	SDRs matched to ICP-fit accounts by segment or region
Dashboard visibility	Intent heatmaps, persona coverage, out reach gaps
Workflow automation	Triggered cadences based on behaviour and score

How You Know It's Working

Once your modelling framework is in place, how do you know it's delivering real impact? These are the key signals that show your SDR data model isn't just built well, it's performing where it counts:

Metric	What to Track
CRM coverage	% of ICP accounts with complete contact records
Opportunity creation	Increase in meetings booked per rep
Lead velocity	Faster movement from MQL to opp
SDR feedback	"The leads feel good", less time wasted
Engagement rate	Reply and call connect rates improving

Make prospecting feel like destiny

Get your data and process in sync, so your SDRs stop chasing and start connecting.

Dive deeper