

How to train your SDRs

**7 FREE TOOLS
TO PREPARE
FOR YOUR 1ST
B2B CALL**

Applies to

SDRs

Account Executives

Founders

Value Sellers

Inbound Sales Executives

Outbound Sales Executives





**Being 100%
ready for your
1st meeting
is your unfair
advantage**



**A good preparation
increases
the probabilities of
closing the deal
(aka conversion rate)
by
60%**



TOOL 1

Facebook Ads library

<https://www.facebook.com/ads/library>

No more questions like: “Are you running ads on Facebook?”

Country Type of ads Brand

The screenshot displays the Facebook Ads Library interface. At the top, there are navigation links for 'Ad Library', 'Ad Library Report', and 'Ad Library API'. Below these are search filters: 'All' (dropdown), 'All ads' (dropdown), and a search bar containing 'Moft.us'. A 'Saved searches' button is also visible. The main content area shows the profile for 'Moft.us' with a search for '~62 results'. Below this, there are search filters for 'Keyword', 'Filters', and 'Save search'. The results section shows four active ads from Moft.us, each with a 'See ad details' button. The ads are for 'The shape shifting Folio' and 'Clever Structure, Simple Setup'.

Ads

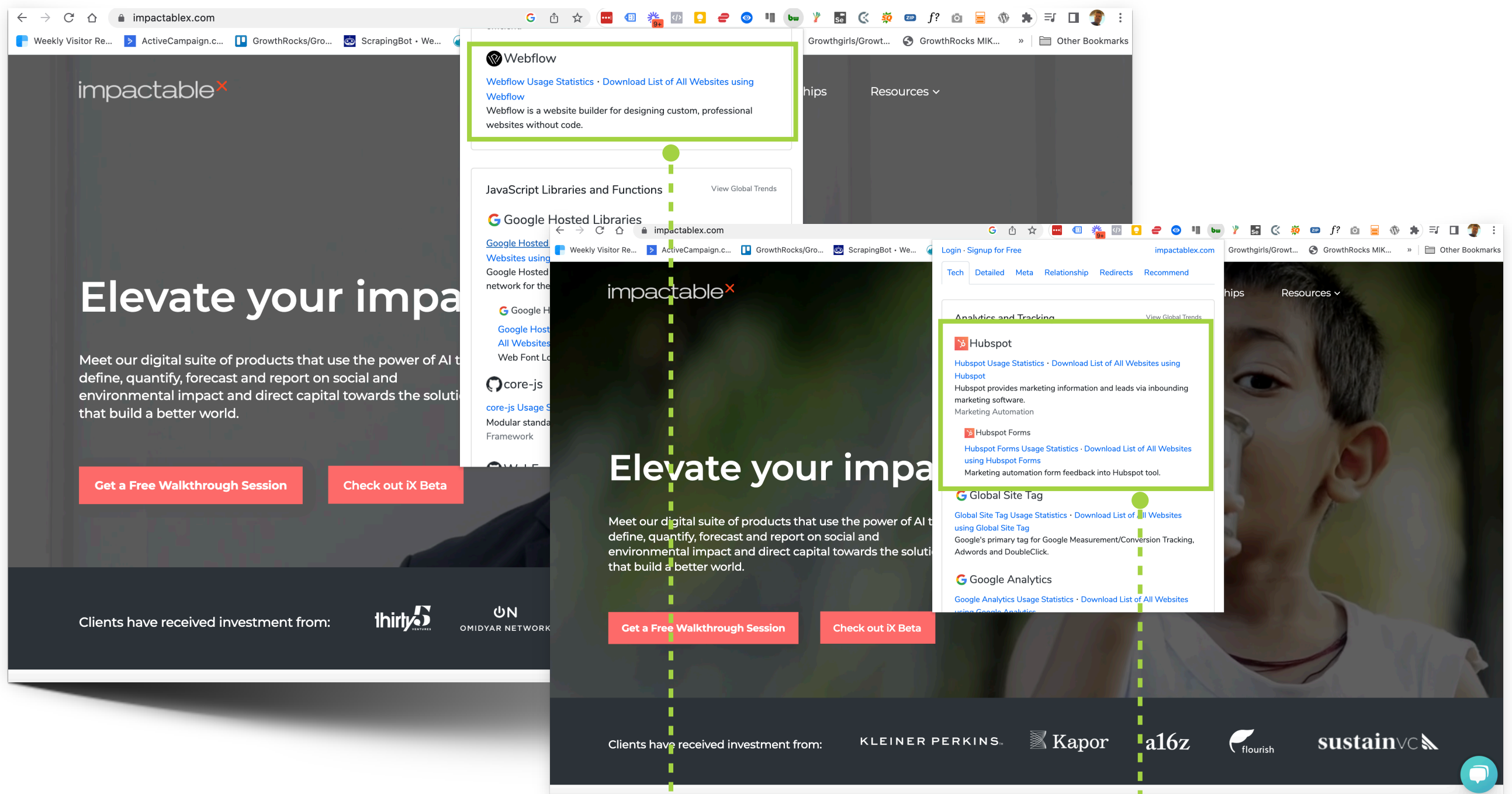


TOOL 2

Builtwith Technology Profiler

Free Chrome Extension. Can be downloaded from [here](#)

No more questions like: “What’s the technology you are using?”



Content Management System
(CMS)

Marketing Automation

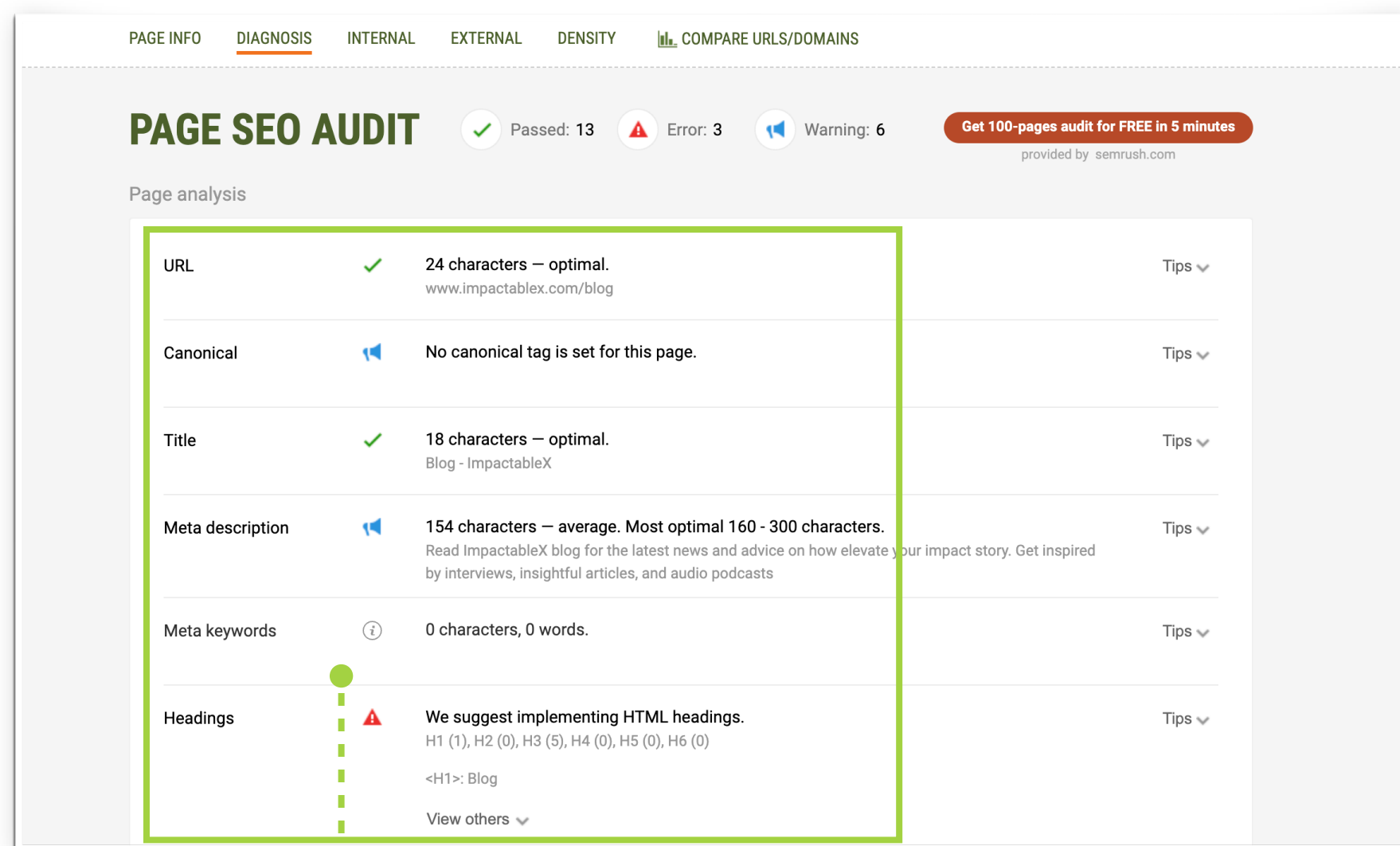


TOOL 3

SEOQuake - SEO Diagnosis

Free Chrome Extension. Can be downloaded from [here](#)

No more questions like: “Is your website SEO Optimised?”



Titles, Metadata, Headings, Sitemaps, Open graph, Schema, Robots



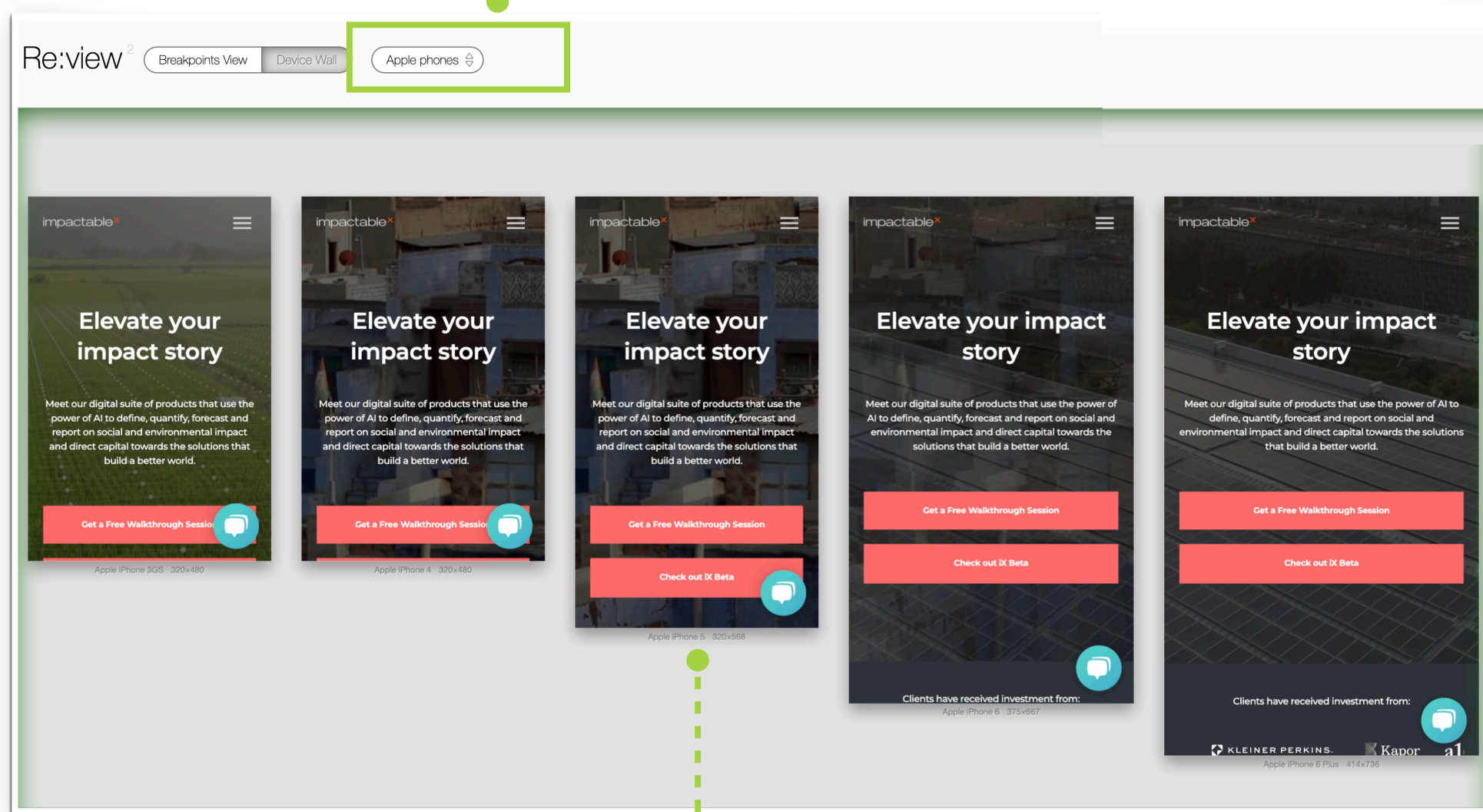
TOOL 4

Re:View - Responsiveness

Free Chrome Extension. Can be downloaded from [here](#)

No more questions like: “Is your website Optimised for mobile?”

Device Brand and version



Different Dimensions

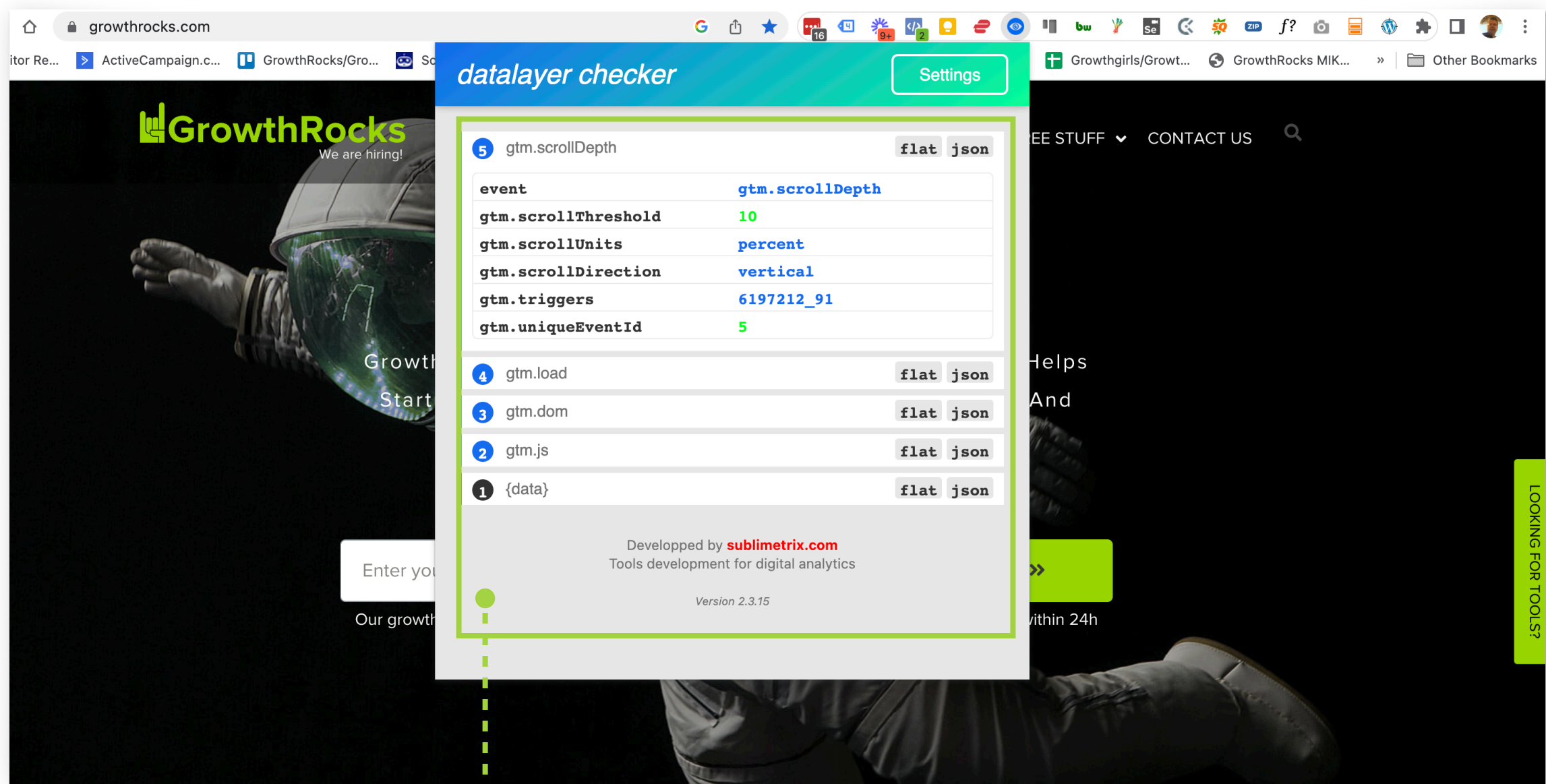


TOOL 5

Datalayer Checker

Free Chrome Extension. Can be downloaded from [here](#)

No more questions like: “Are you monitoring your user’s journey?”



You can check everything that's configured via Google Tag Manager and Data Layer Specifically

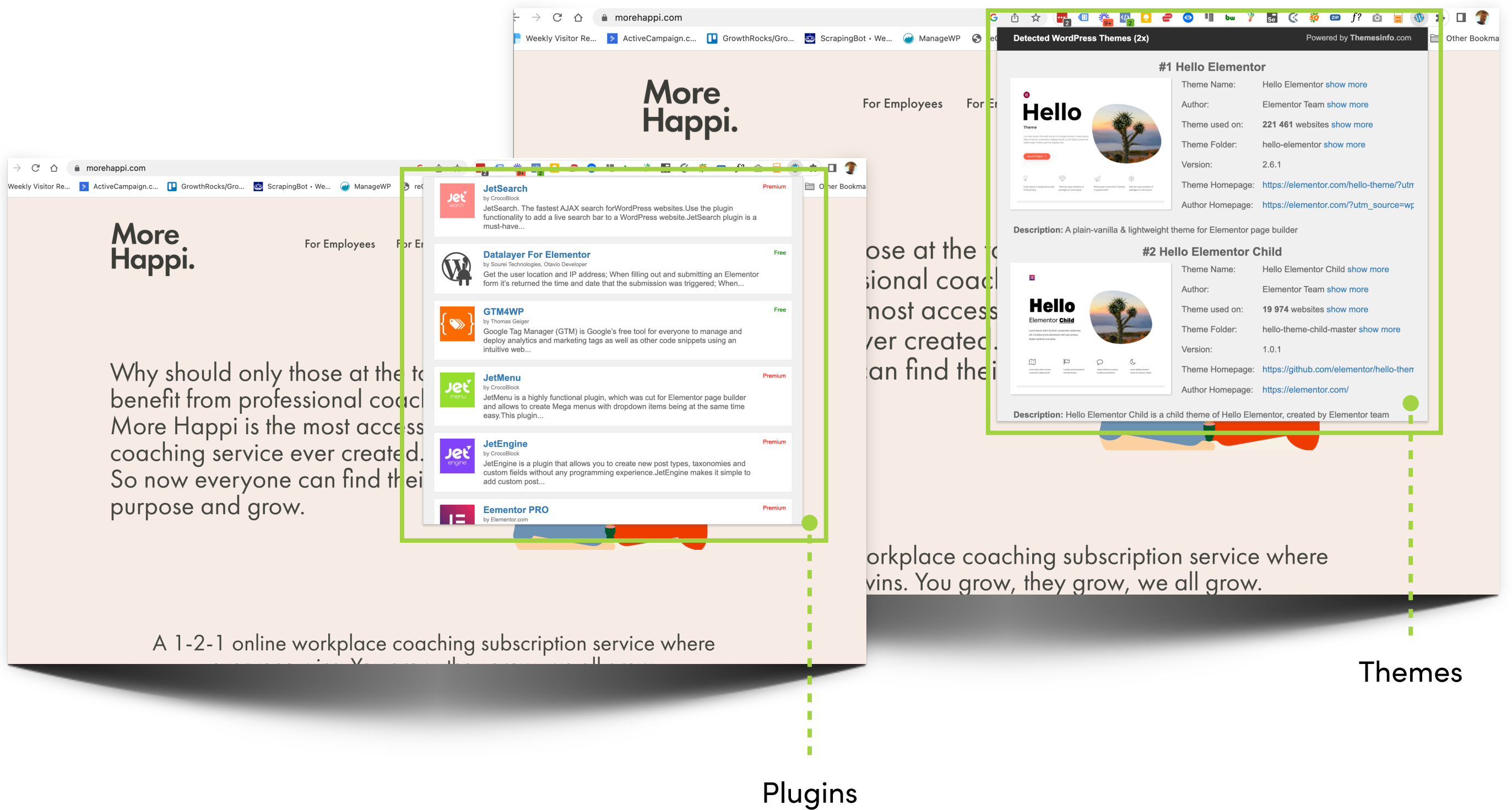


TOOL 6

Wordpress Specific

Free Chrome Extension. Can be downloaded from [here](#)

No more questions like: “Which Theme or plugins are you using?”



TOOL 7

Tag Explorer

Free Chrome Extension. Can be downloaded from [here](#)

No more questions like: “Which ad networks are you using?”



Pixels, ad networks, tags (on GTM) and more



Bonus TIP

**You can use
the same tools
to spy on your
competitors**





Theo Moulos
Group CEO

Do you have
questions?
I would be happy to
answer them

Book me [here](#)

Theo Moulos
CEO GrowthRocks