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AGENCY · DECISION LOG · OUTREACH

Why we ruled out the SDR motion for both clients

Two clients in the same parent group. Different ACVs. Fundamentally different outreach systems.

CLIENT SITUATION

A diagnostics company under £5k average contract value and a high-ACV orthopaedic implants company under the same parent group. Both were considering a six-touch SDR sequence over fourteen days against a purchased list of 4,000 contacts each.

The decision we walked into

THE QUESTION WE ASKED

Did the maths of healthcare attention actually work for either client at this cadence — or were we about to spend two years' worth of brand permission in three months?

THE OPTION WE RULED OUT

A standard SDR motion for both. Same playbook, same cadence, same volume. Estimated cost per client: £8k/month for tooling + £55k/year for one SDR. Estimated outcome: replicable across both, scalable to multiple territories. Honest outcome: brand permission burned in both inboxes within a quarter.

What we picked, and why

THE OPTION WE PICKED

Different cadences for different ACV.

- Diagnostics: signal-based templated cadence — three touches over six weeks, triggered by specific public events (procurement framework refresh, journal publication, conference attendance).
- Orthopaedics: relationship-led, named-account programme — twenty accounts × three named humans each, four-touch sequence over eight weeks, every touch handwritten or signal-triggered.

WHY

Healthcare attention is not the same constraint as B2B SaaS attention.

24% of HCPs are accessible at all

The accessible ones give the entire supplier ecosystem thirty-six minutes per week. Templated high-volume burns through that thirty-six minutes as filtering noise. Personalised low-volume earns a slice of it as actual signal. The maths only works if cadence matches ACV.

What this teaches

SDR motions imported from B2B SaaS rarely survive contact with healthcare attention economics. The honest test is whether your cadence respects the thirty-six-minute weekly ceiling, or burns through it.

> Two companies in the same parent group can need fundamentally different outreach systems if their ACVs differ by an order of magnitude.