

AI SDR PILOT · GLOBAL CUSTOMER RENEWALS

Global Customer Renewal Pilot

How one AI SDR did 3,495 hours of research and calling with 40 hours of human oversight, and what it would cost to match with people.

Comparative Analysis

September 15–29, 2026

EXECUTIVE SUMMARY

One of Microsoft's largest distributors had to reach 1,465 partner accounts before Microsoft policy changes and price increases took effect, while its specialists were tied up cold-calling. Instead of hiring, it deployed an AI SDR on the SellBigger platform, launched and managed by Synergy Group AI.

In 10 active calling days the AI made 17,255 dial attempts and averaged 8 qualified meetings a day, peaking at 24. Matching that output with people would take 12 to 36 SDRs and \$1.52M to \$4.55M a year in fully burdened labor, plus 3–5 months to hire and ramp.

1,465

Unique Contacts

Researched and engaged
in the pilot window

17,255

Dial Attempts

Over 10 active
calling days

8 / day

Qualified meetings

Average, with a
peak of 24 in one day

1 week

Kickoff to live

vs. 3–5 months to
stand up a human team

KEY FINDINGS

01 **87.4x labor leverage**

40 hours of oversight replaced 3,495 hours of manual work, about 17.5 weeks for a 5-person SDR team.

02 **12 to 38 SDRs to match**

12 for average meeting output, 36 for the peak day, 38 for raw dial volume.

03 **\$4.55M labor cost avoided**

Modeled annual cost of 36 SDRs at \$126,500 per fully burdened seat. \$1.52M at average output.

04 **4 hours a day back**

Specialists stopped cold-calling and moved to closing. Calendars were full within hours of launch.

01 • THE SITUATION

A fixed renewal window and a sales team stuck dialing

One of Microsoft's largest distributors needed to reach 1,465 partner accounts before Microsoft policy changes and price increases landed, and to fill specialist calendars for its "Three for Free" hardware upgrade program. Traditional outreach often takes 10+ touchpoints per account. Its specialists couldn't do that and close at the same time.

A hard deadline

Microsoft pricing changes set the clock. Missed accounts meant lost renewals.

Capped capacity

Every hour specialists spent dialing was an hour not spent closing.

No time to hire

A new SDR team takes 3–5 months, at 30–50% productivity during ramp.

02 • THE APPROACH

An AI SDR that researches, calls, books and briefs

1 Research

Every one of 1,465 contacts researched before the first dial. Manually, that's 17.5 minutes per lead.

2 Enrich

SellBigger contact data gave reps verified direct lines, so missed meetings could be rebooked on the spot.

3 Engage

17,255 AI dial attempts in 10 active days, with messaging built on the Microsoft policy and price changes.

4 Book & brief

Qualified meetings went straight onto specialist calendars, with partners already informed.



SellBigger

AI SDR platform and enriched contact data



SYNERGY
GROUP AI

Launch and oversight: 40 hours from an AI SDR manager and engineering

03 • SPEED TO MARKET

Live in one week, not one quarter

AI SDR



1 week to launch, then booking meetings

Human SDR team



Week 0

Month 1

Month 2

Month 3

Month 4

Month 5

A 36-rep team needs 3 to 5 months of hiring, onboarding and ramp before its first meeting, and reps run at 30–50% productivity during ramp.

What it would take to match the AI SDR with people

Labor compression

Manual SDR work **3,495 hrs**

AI SDR oversight **40 hrs**

Research: 427.3 hrs (1,465 × 17.5 min)

Phone time: 3,067.6 hrs (383.4 SDR-days)

87.4x

Labor leverage: human hours replaced per oversight hour

36x

Peak headcount multiplier

38x

Dialing capacity multiplier

TO MATCH THE AI SDR'S...	SDRS	× COST / SDR	= ANNUAL	MONTHLY
Average meeting output 8 qualified meetings a day	12	\$126,500	\$1.52M	\$126.5K
Peak meeting output 24 qualified meetings in one day	36	\$126,500	\$4.55M	\$379.5K
Raw dial volume 17,255 dials in 10 calling days	38	\$126,500	\$4.81M	\$400.6K

Fully burdened cost of one US SDR seat

Industry-average assumptions. Swap in your own.

EXPENSE	PER YEAR	BASIS
Base Salary	\$65,000	Average US mid-market SDR base salary
Taxes & Benefits	\$19,500	US payroll taxes plus medical, dental, and 401(k)
Management overhead	\$15,000	Allocated share of sales management
Ramp productivity loss	\$12,000	Salary paid during 3-month training period
Churn/Hiring	\$10,000	14-month average tenure, 34% turnover
Tech stack	\$5,000	CRM, LinkedIn Sales Navigator, dialer
Total per seat	\$126,500	Nearly 2x base salary

No capacity ceiling

Human reps stop dialing to run the meetings they book. The AI doesn't.

Knowledge that stays

Licensing expertise lives in the system, not with reps who turn over at 34% a year.

Specialists moved from dialing to closing

75%

Less admin overhead

Specialists dropped personal cold-calling. Calendars were full within hours of launch.

4 hrs

Saved per specialist, per day

Time shifted to technical consultations for the “Three for Free” upgrade program.

2 of 3

No-shows rebooked on the spot

SellBigger’s enriched contact data cut no-show recovery time 60–70%.

10+

Touchpoints no longer needed

Partners arrived briefed on Microsoft changes, so calls were shorter and cycles faster.

06 • RECOMMENDATIONS FOR REVENUE LEADERS

1. Start where the clock is running

Renewals, price changes and program deadlines give you a fixed list and a clean before-and-after.

3. Redeploy specialists, don’t just cut

The biggest gain here came from moving 4 hours a day from dialing to closing.

2. Compare to burdened cost, not salary

A \$65K SDR costs \$126,500 once taxes, tools, management, ramp and churn are counted.

4. Pilot with set KPIs

Define meetings per day, show rate and oversight hours up front, then model headcount from your own numbers.

METHODOLOGY

AI results are measured from one pilot, September 15–29, 2026, with 10 active calling days. Human figures are modeled, not a live control group: 17.5 minutes of research per contact, the pilot’s measured dial volume, and the burdened cost assumptions on page 3. Results will vary by list quality, offer and market.

Run this model on your team.

A 20-minute pipeline review with your accounts and your SDR costs.

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