

OUTBOUND ENABLEMENT

ENABLING ALL ASPECTS OF OUTBOUND



COLD CALLING

- We teach teams how to cold call *now*. Cold calling isn't dead, it's just been reinvented. It's still one of the best ways to get directly in front of your highest value targets.
- Live practice, coaching & an easy framework will ensure your team doesn't just use this for a week and move on - we'll lock in value that makes them want to do it!



EMAIL/SMS & LINKEDIN OUTREACH

- We teach teams to write relevant, refreshing messages that actually make a potential buyer want to engage.
- Our approach will differ by industry, persona, and include elements of modern personalization that doesn't waste time.



CADENCES THAT CONVERT

- While you can't automate *everything*, we're big fans of automating as much as possible to ensure every minute of a revenue-generating team member's time is used for the best and highest purpose.
- We lean into new tools & tactics & make them easy to use & understand.

DEEPLY UNDERSTANDING YOUR BUYER

BUYER PSYCHOLOGY DEEP DIVE

- What words, topics, events, etc. are going to stand out in a good way
- Choosing the right Subject Line for your audience
- The importance of preview text & how to leverage it
- Overall message length
- Optimizing for mobile when applicable
- Overall tone, understood message and perception
- Simplifying your words for impact
- What personalization really means (hint, it's not their name, company or last LinkedIn post)
- Choosing the best platform(s) for outreach
- And more!

FROM SPAM TO SALE

Original Version:

Subject: How Finance Leaders are Using ABC Product to Save Time

Hey Becky,

Hope your Q3 is going well so far! I came across your profile and thought I'd reach out. Having quick access to trusted data is critical to a company's success.

ABC Company is working with other finance professionals like you to help them streamline data & reporting and get some time back in their day - and more importantly, have real-time data to help teams make decisions faster and with more confidence.

Would you be open to a quick chat to learn more? I'd love to hear more about what you're working on too!

Post Workshop Version:

Subject: Richard's Comments

Saw the news re: Pied Piper's product expansion this year into the wearables space. Seems relevant to the announcements Richard made at CES (growth through unexpected revenue streams).

Endframe took a similar path when they released the Nucleus5000. Open to hearing how their team used data in a powerful new way to make decisions along the way?

Either way, congrats on the Flutie5000 release. Can't wait to get mine when pre-orders ship in October.