

INBOUND **25**

The Guide to Effective Multi-Channel Cold Outreach

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September 4th

Today's Speakers

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Sell Better

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Practical Prospecting
Founder

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Founder
Will Aitken

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1

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2

EXPLORE OUR YOUTUBE

Tactical deep dives and actionable takeaways for you to immediately incorporate into your sales flow.

Today's Agenda

1 Mastering multi-channel sequences

2 From meetings to closed deals

3 Fixing what's broken



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MULTI-CHANNEL SEQUENCES



- ✓ Communication style
- ✓ Realistic Time Blocks
- ✓ AI for Social Steps

EMAIL TACTICS



Reconnect



Possible opp



New team onboarding



New team = new gaps



Formatting



Templates

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EMAIL TACTICS



{asset/product} helped {similar company} {accomplish goal/solve problem} by {%/number} in {timeframe} without {downside}.

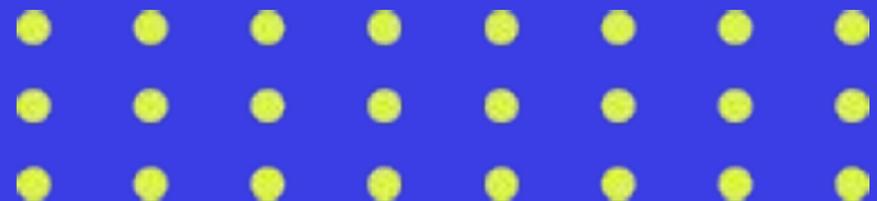
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MOVING FROM

MEETING TO

PIPELINE



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POST-CALL FOLLOW-UPS

1 Send a recap email with key pain points

2 Use post-call technology

3 Have answers ready for follow up questions

TOP MISTAKES



Making the message about you



Giving up after the first 2 steps



Assuming someone not replying means they're not interested



Absence of our solution

THANK YOU FOR BEING IN THE ROOM



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LET'S CONNECT

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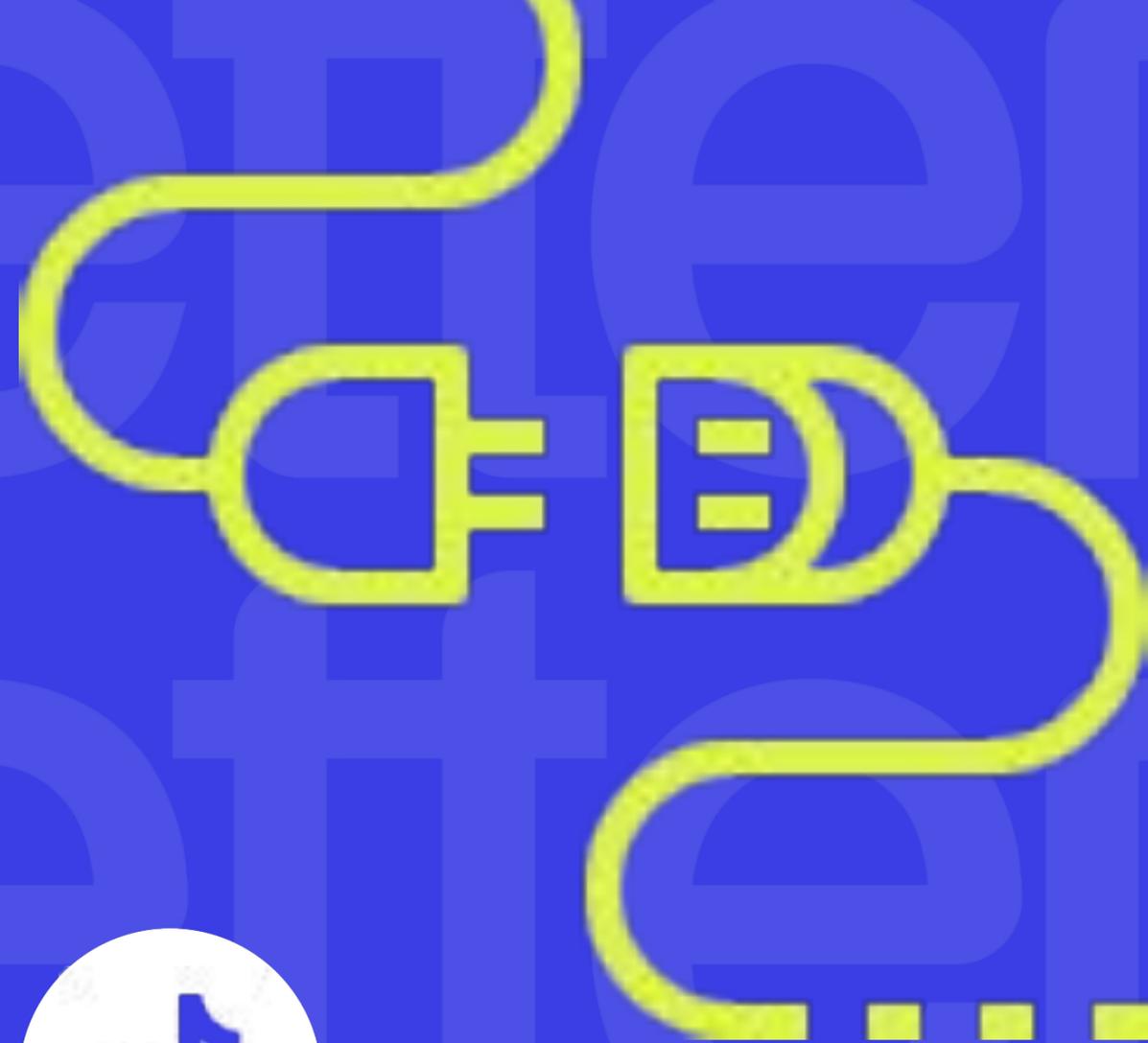
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