

The Prospecting Sequence that Gets Appointments

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**Get the Most Out of
Our Session Today**



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What to Expect

- 60 minutes
- Rapid fire
- Q&A
- Recorded



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Today's Objective

- A full prospecting sequence, with timetables
- Outlines of each cold email, to ultimately drive conversion
- How to incorporate 'gifting', into your outbound strategy



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Primal forces that drive human behaviour

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The Rules

— Survival and Fear— Avoidance



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The Rules

- Survival and Fear-Avoidance
- Reward Seeking and Pleasure Principle



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- Reward Seeking and Pleasure Principle
- Social Interaction and Belonging



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The Rules

- **Survival and Fear-Avoidance**
- **Reward Seeking and Pleasure Principle**
- **Social Interaction and Belonging**
- **Curiosity and Exploration**



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- **Reward Seeking and Pleasure Principle**
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- **Curiosity and Exploration**
- **Self-Actualization and Growth**



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The Rules

- Survival and Fear-Avoidance
- Reward Seeking and Pleasure Principle
- Social Interaction and Belonging
- Curiosity and Exploration
- Self-Actualization and Growth
- Reciprocity



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Reciprocity

- Givers gain
- A study in the journal "Social Influence" found that customers who received a gift from a company were more likely to make a purchase (Strohmetz et al., 2002).



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The Rules

- Survival and Fear-Avoidance
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- Social Interaction and Belonging
- Curiosity and Exploration
- Self-Actualization and Growth
- Reciprocity
- Authority



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The Rules

- Survival and Fear-Avoidance
- Reward Seeking and Pleasure Principle
- Social Interaction and Belonging
- Curiosity and Exploration
- Self-Actualization and Growth
- Reciprocity
- Authority
- Consistency and Commitment



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The Rules

- Survival and Fear-Avoidance
- Reward Seeking and Pleasure Principle
- Social Interaction and Belonging
- Curiosity and Exploration
- Self-Actualization and Growth
- Reciprocity
- Authority
- Consistency and Commitment
- Scarcity



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The Rules Summary

- People run away from pain.
- People run towards pleasure.
- People want to feel accepted.
- People want to see others approve of their decisions.
- People are curious.
- People give back to people who gave them something.
- People listen to authority.
- People aim to be consistent with their behavior.
- People pay more attention to something that's scarce.



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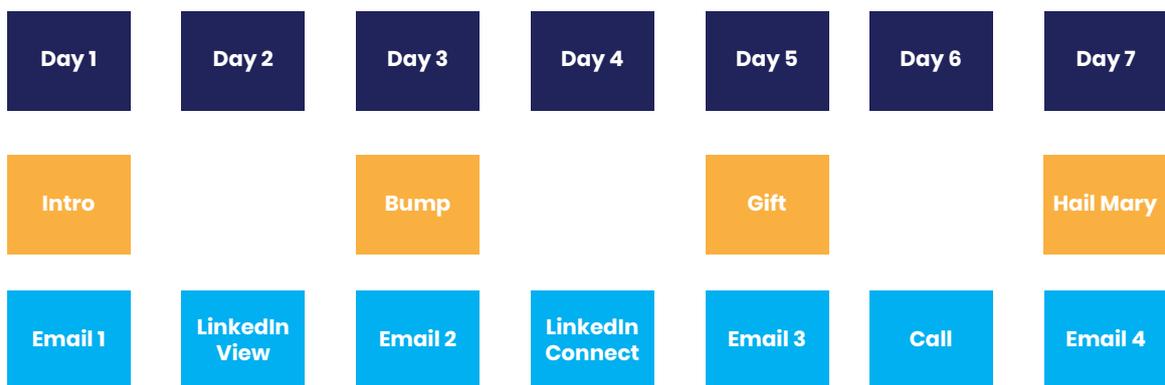
Prospecting Rules to Use

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Prospecting Sequence



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The Anatomy of a Good Cold Intro Message

- Intro**
- Offer**
- Call to action**
- P.S.**



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1. The Intro

- There are two paths to take:
- Generic or Specific



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Generic Examples

- Quick question, {first name}
- {first name}, quick question
- Quick question {company}
- Idea for {company}
- Thoughts {first name}?



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Specific Examples

- 10 {products} for {company} on us
- {first name}, want to cut your office products spend by 37%?
- Struggling with {pain point}? / {pain point}?



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Write the Body of the Email

- My name is {name}, I'm the {position} at {Company}. We help {niche} {value proposition}.
- Are you guys experiencing {pain point}/how are you guys managing {pain point}?
- Not sure if this is for you but figured I'd ask.



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2. The Offer

- We help {niche} to go from {current state} to {desired state} in {timeframe}.
- We help {niche} to {transformation} in {timeframe} with {mechanism}.
- We help {niche} to {transformation in {timeframe} without {pain points}.



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Example

We help {niche} to {transformation in {timeframe} without {pain points}.

We help solicitors reduce office products spend by 37% in 2 weeks without sacrificing quality



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3. Choose the CTA (call to action)

- There are 3 core categories when it comes to CTA
- Direct CTA
- Conversational CTA
- More Info CTA



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Direct CTA

- Do you have time on {date} at {time} for a quick call?
- Are you free this week or next for a chat?
- Would you be open to a quick chat to see how we can do the same for {{companyName}}?
- Do you have 6 mins on { Tuesday | Wednesday } or { Thursday | Friday } for a quick chat?



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Conversational CTA

- Is this something you're interested in?
- Is this something that would be of interest for {company_name}?
- Would reducing {company_name}'s spend be a priority for you? Let me know either way.



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More Info CTA

- Would you mind if I shared some more information?
- Mind if I share some more info?
- Mind if I record a quick voice note on how this works?



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4. Write a P.S.

- P.S. We'll even guarantee {result}, or we'll give you £100 for wasting your time
- P.S. Here are a couple of our recent results
- {company 1} from {State1} to {state 2} in {timeframe}
- {company 2} from {State1} to {state 2} in {timeframe}
- {company 3} from {State1} to {state 2} in {timeframe}



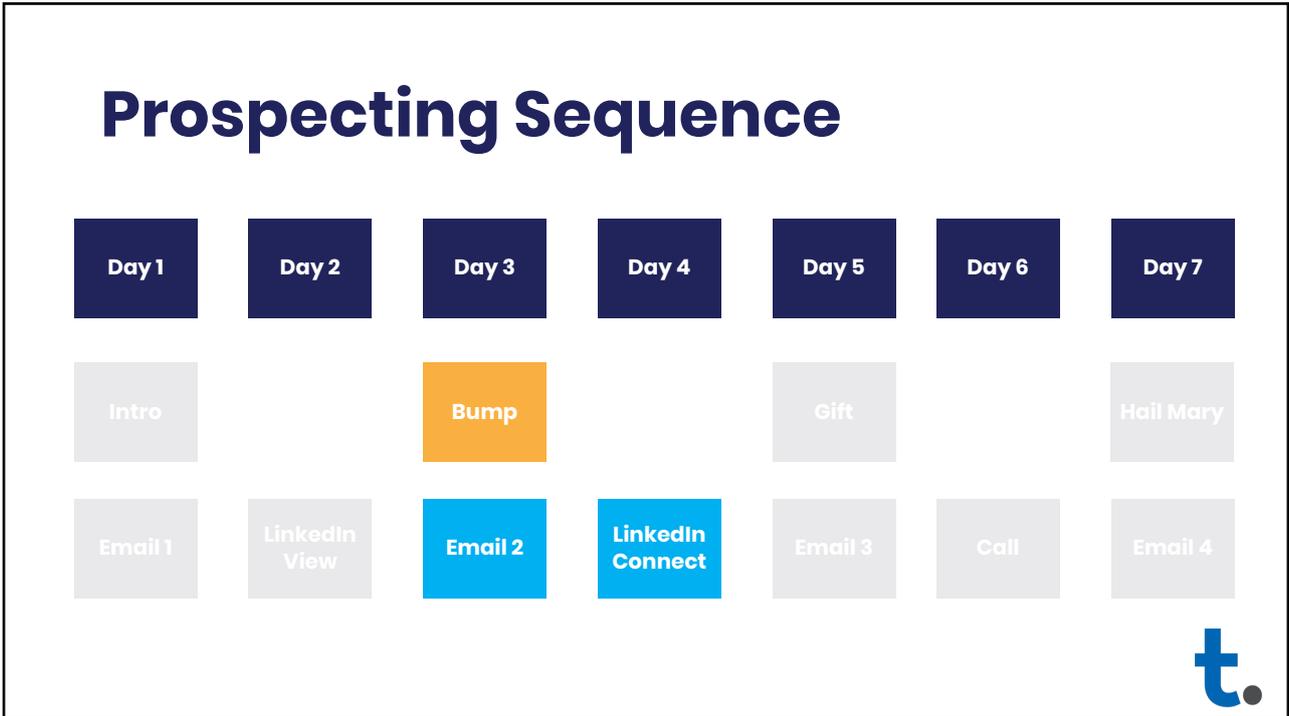
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Before Launching

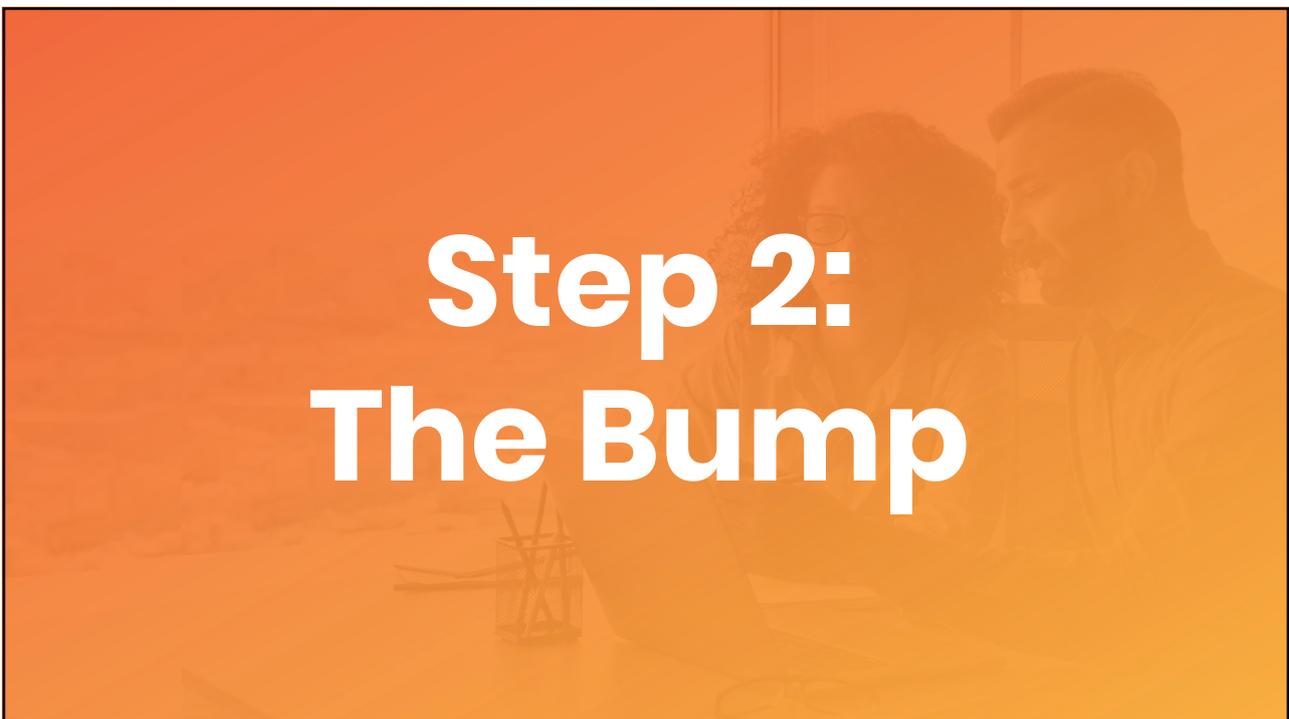
- Does it pass the “so what” test?
- Send it to yourself. Would you respond?
- Wait 1 day; is it still good?



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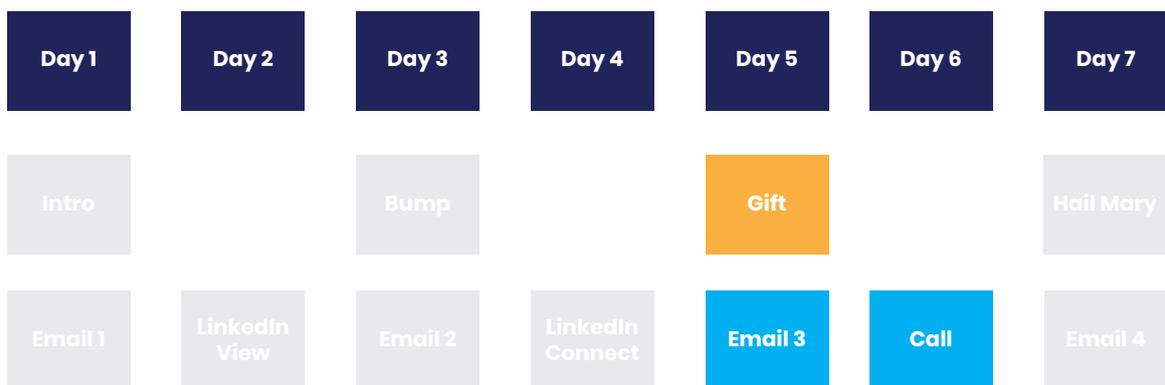
The Bump

- Hi {{contact first_name}},
- I'm sure you're busy and wanted to make sure this didn't get buried!
- All the best,



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Prospecting Sequence



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Step 3: The Gift

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The Gift

- Hi {firstName}, we recently completed a cost review on how {niche or company} got {outcome} in {timeframe}.
- Do you mind if I share the document here?



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The Gift

- Hi {firstName}, we recently produced a guide on how {niche or company} got {outcome} in {timeframe}.
- Do you mind if I share the document here?



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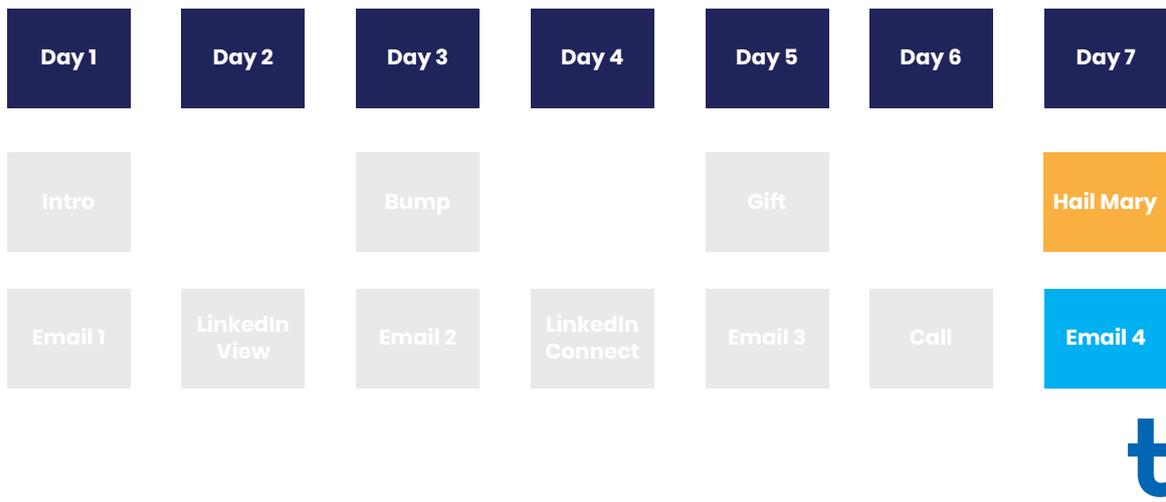
Other Gift Ideas

- Dream 100 campaign
- Personalised gifts
- Cookies etc



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Prospecting Sequence



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Step 4: The Hail Mary

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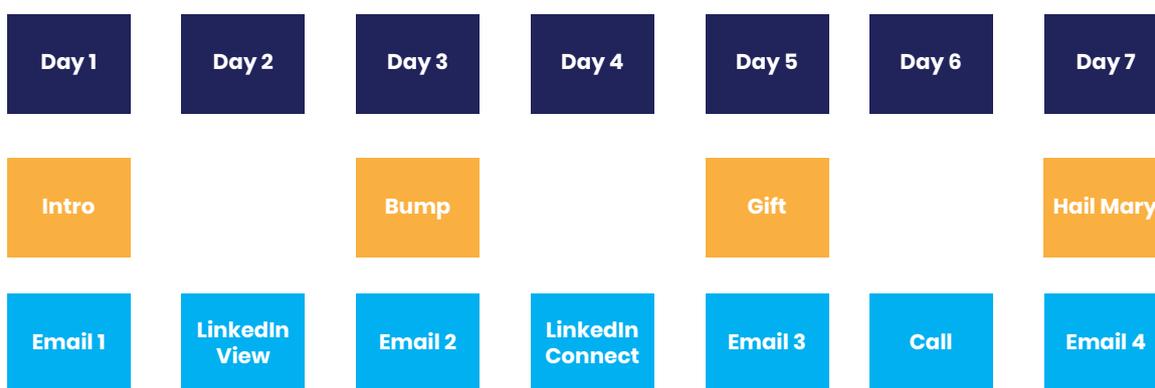
The Hail Mary

—{firstname}, since you didn't reply I sent my penguin to deliver your {gift}

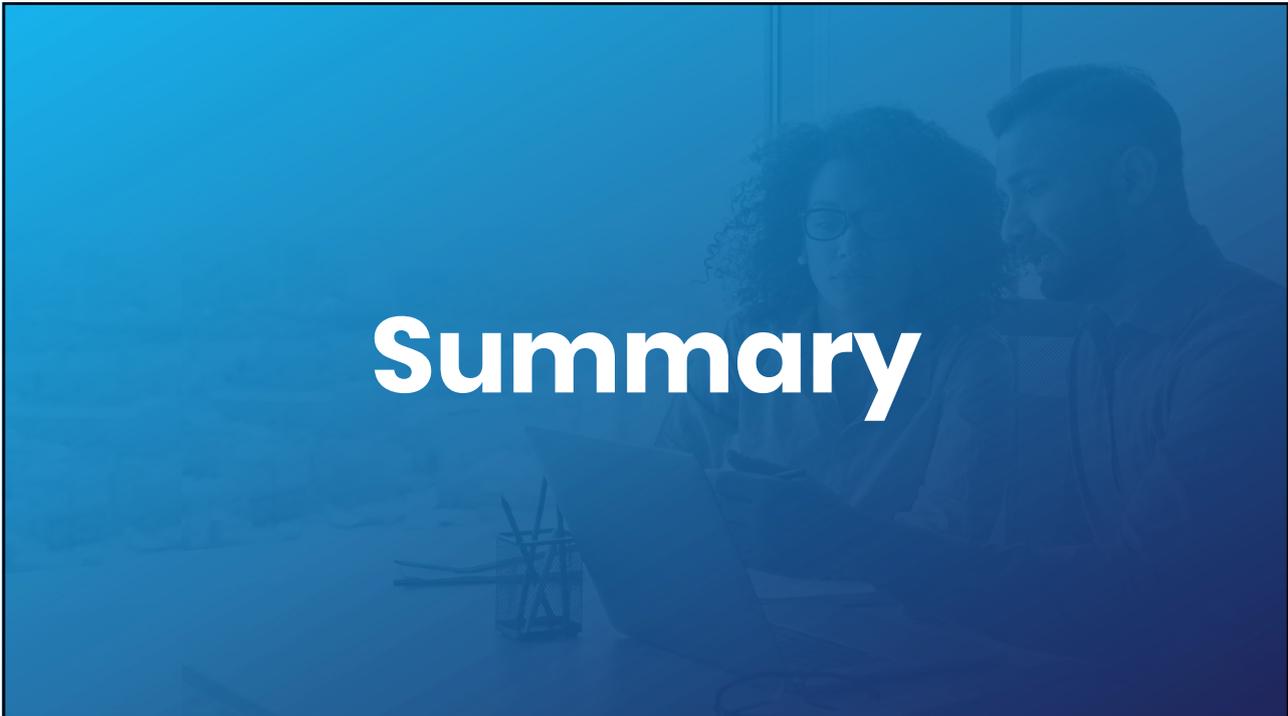


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Prospecting Sequence



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Summary

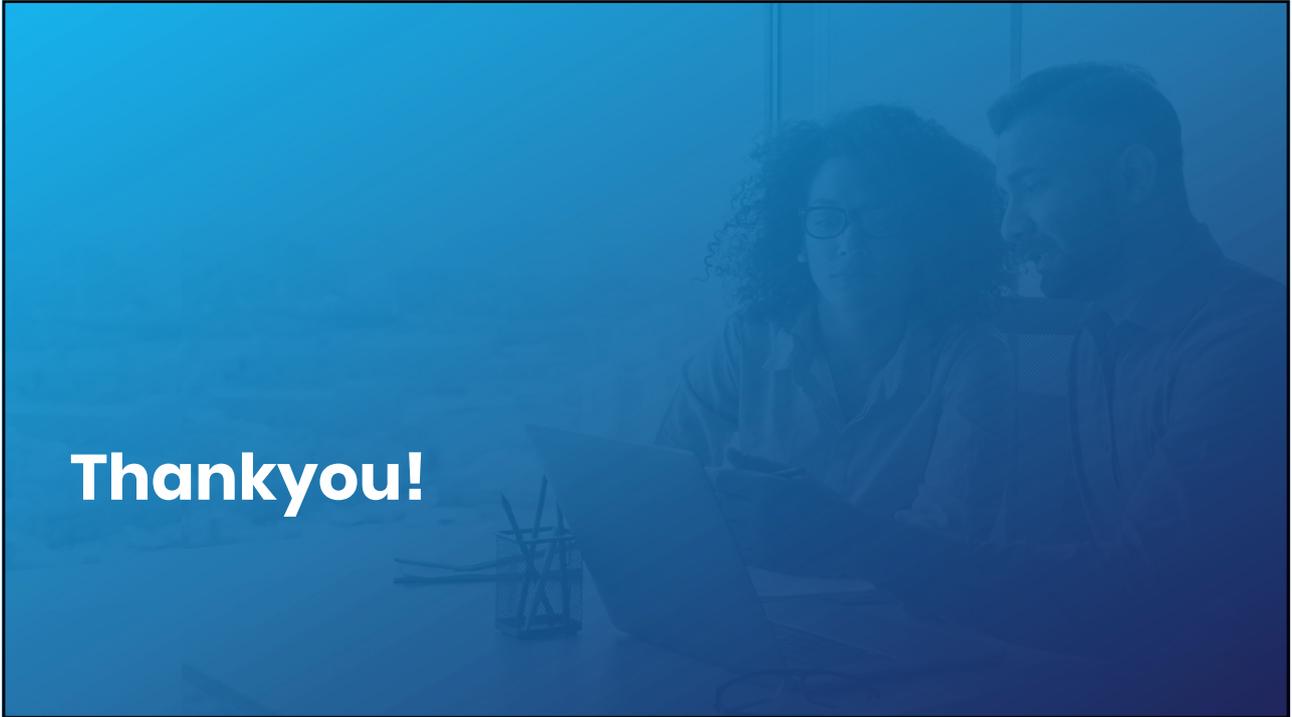
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Wrap Up

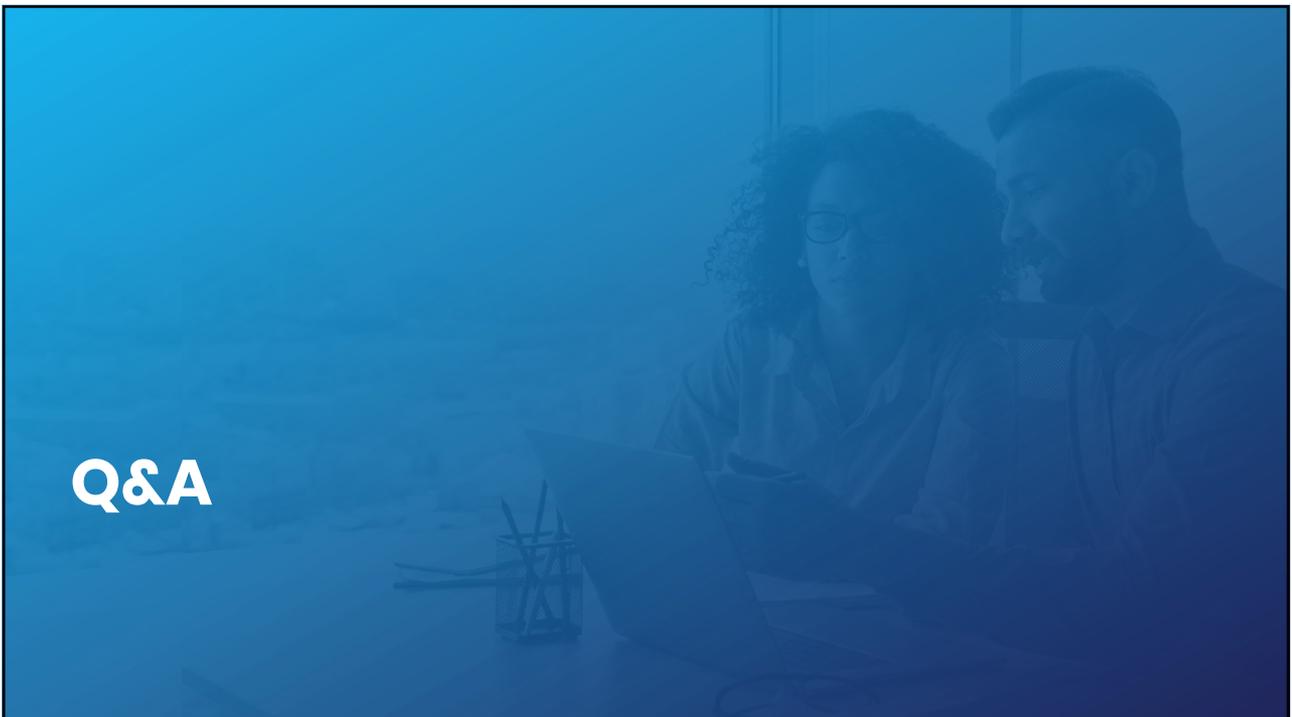
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