

# Think Outside the Script – Crafting Your Outbound Message: A Startup Selling LIVE Training

## Exercise 1: Define your Ideal Client Profile

*Where is your portfolio, case studies, and/or success stories the strongest?*

*Where have you gotten the most repeat work?*

*Who's had the shortest sales cycle?*

**Define below:**

*B2B or B2C*

*Industries*

*Niche*

*Employee count*

*Department headcount*

*Geography*

*#Locations*

## Exercise 2: Define your personas

*Who do you typically interact with during the sales process?*

*What role is typically your champion?*

*What role is typically the decision-maker?*

*What role influences the decision?*

**Define below:**

*Above the line (ATL)*

*Below the line (BTL)*



### Exercise 3: Know your prospect

Situational challenges and results for your top persona

<u>Situational Challenge</u>	<u>Feature</u>	<u>Benefit</u>	<u>Relevant Result</u>
<i>Bookkeeping isn't up to date...Quickbooks doesn't match the bank</i>	<i>Daily bookkeeping</i>	<i>Accurate books</i>	<i>Know how much money I can put towards investments at any time without impacting my cash flow or having to ask my bookkeeper.</i>

### Exercise 4: Write your first cold email



More resources at <https://clients.salesqualia.com> and [BlissfulProspecting.com](https://BlissfulProspecting.com)

**Cold Email Structure:**

*Hey [first name],*

*[Personalization]*

*[Empathy - address challenge/frustration/pain]*

*[Results - share relevant results]*

*[CTA]*

*[your name]*

**Cold Email Template:**

*Hi [First name],*

*Saw [what you found]. What really stuck out was [what stuck out].*

*I've talked to several [their role] lately, and I keep hearing [situational challenge].*

*We help [relevant result]. If you're open to it, would love to share what's working well for our [clients/customers].*

*Interested in chatting further?*

*[Your name]*

**Your cold email:**

# Reply Method Cheat Sheet

## Relevant Results. Get the prospect's attention.

*Prospect needs to go from, "What's in it for me?"*

*To... "This looks interesting."*

- Focus on the results your solution creates for your customers and the problems it solves.
- Don't talk about your solution's features or benefits.
- Avoid sharing unrelated case studies or social proof with prospects.

## Empathy. Show the prospect you understand their world.

*Prospect needs to go from, "You're not one of us."*

*To... "You're speaking my language."*

- Lead with the prospect's pain points, frustrations, or challenges where applicable. The more specific, the better.
- If you don't know your prospect's challenges, do client interviews and pay close attention during discovery.
- Don't be assumptive about your prospect's challenges. Reference what you hear from others like them.

## Personalization. Provide context and show that your outreach was intentional.

*Prospect needs to go from, "[delete] clearly a mass outreach."*

*To... "Okay, this person did their homework."*

- Personalize your outreach to provide the context and a connection to the customer's problem and your solution.
- Two parts: what you saw + why it stuck out to you. Guidelines: relevant, specific, and conversational.
- Look to the prospect's website, LinkedIn profile, and Google News for ideas.

## Laser-Focus. Get to the point.

*Prospect needs to go from, "[delete] don't have time for that."*

*To... "Wait, what was that?"*

- Keep messaging concise. Less than 120 words or 3-5 sentences is ideal for emails. Less than 30 seconds for voicemails. And less than 15 seconds for your cold call opening.
- Be clear with your Call-to-Action (CTA). And limit it to one.
- Does what you're saying help the prospect see the results you can help them create, empathize with them, or provide more context through personalization? If not, get rid of it.

## You. Make the prospect the hero.

*Prospect needs to go from, "I get it! You think you're really awesome!"*

*To... "This could help me..."*

- Are you making the prospect the hero? Or your company (or worse...you)? Don't make it about yourself. No one wants to be Alfred. They want to be Batman.
- Use "you" and "your" more than you use "I."
- Tell the prospect what's in it for them.



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