



# A Multi-Channel Approach for Improving Your Sales Outreach

Whether using email, phone, social media, or leaving voicemails, are you using every communication method together in a planned cadence? Even experienced sales professionals can use these tips to improve their rate of response from prospects.

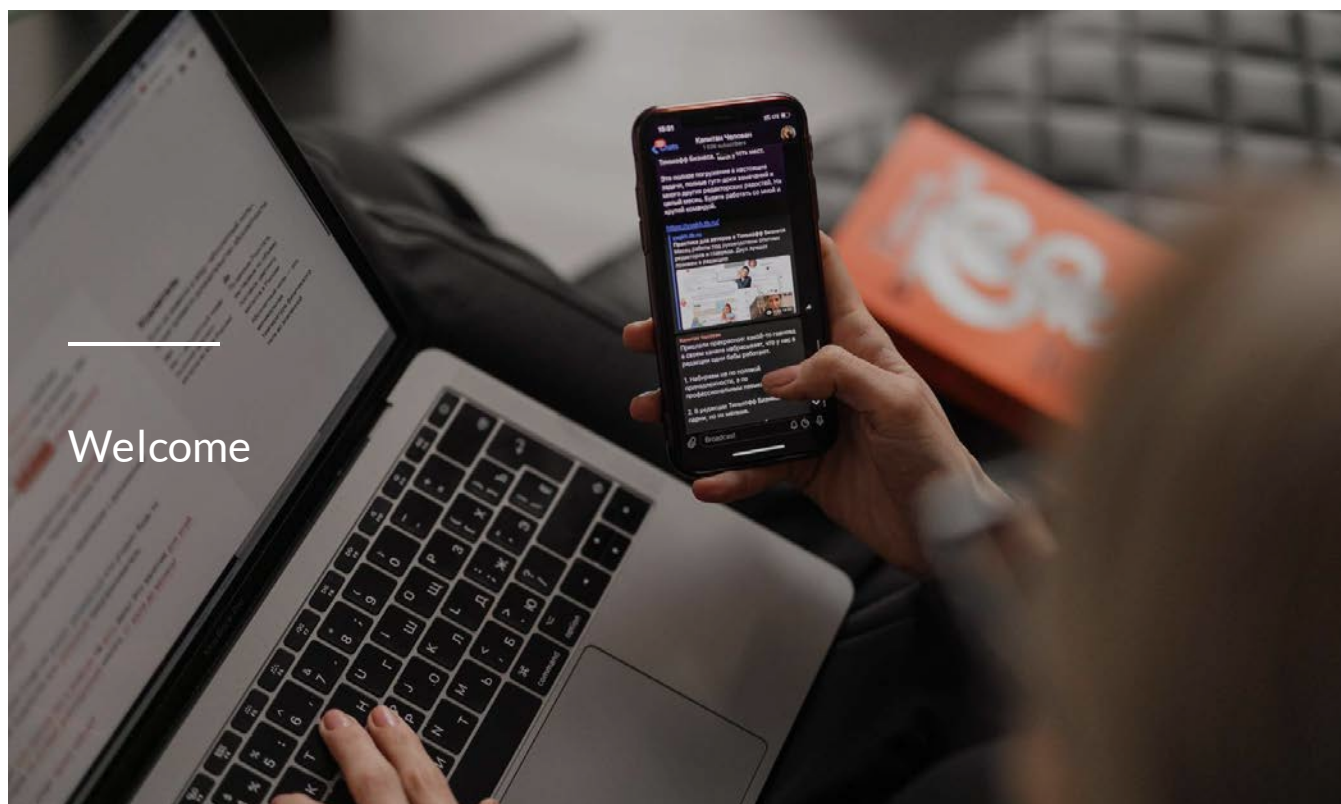
This course will take you about 15 minutes to complete.

- ≡ Prepare to Engage
- ≡ Get Out of Your Comfort Zone
- ≡ Phone Best Practices
- ≡ Email Best Practices
- ≡ Social Media Best Practices
- ≡ Groups, Networking, and Events Best Practices



# Prepare to Engage

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## Imagine ...

You've left multiple voicemails without getting a return call. You've sent a succession of emails with no replies. Your social media outreach yields nothing. You're not sure why.

Perhaps you're relying on just one or two communication methods with which you feel comfortable when you could be using 6 channels in an intelligent cadence, mixing 1-to-1 and 1-to-many options.

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Prospecting includes multi-faceted,  
value-based interruptions focused on a goal.



Prospecting has no beginning or end. A-players make it appear effortless. Ultra-high performers make it a focus.

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## A Prospecting Heartbeat

Engage with prospects and customers to increase familiarity, influence buying decisions, and move prospects to close. Gaining mindshare requires being present and aware of when and how the buyer wants to engage with you. This awareness requires a focused, consistent use of channels.

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*Your communication strategy should be carefully constructed to create a  
“prospecting heartbeat.”*

# Get Out of Your Comfort Zone

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## Challenges


### Stay in comfort zones

Whether too busy or through fear of the unknown, most people stick to the outreach channels where they are most comfortable.

### Ignore their prospect's preferred method of communication



Most salespeople say they use the communication channels they are most comfortable with, rather than what their prospects prefer.



## Activate your prospect's memory

The biggest challenge is that salespeople think of their activities in a silo. Their outreach activities are done in sequential episodes.

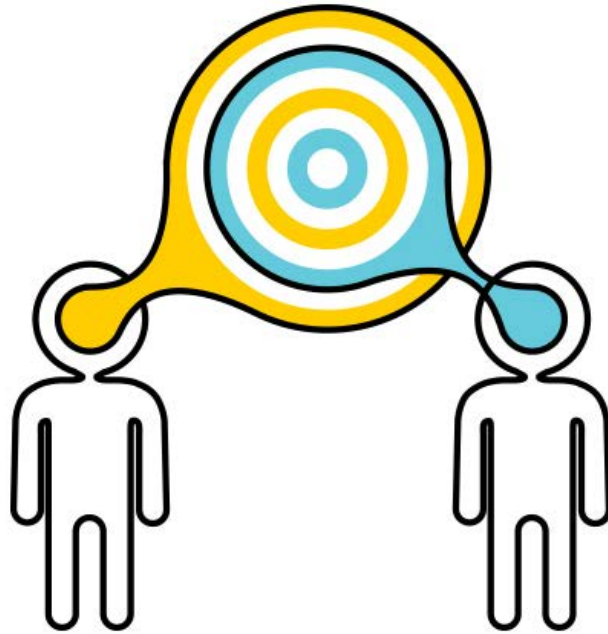
Successful prospectors leverage all channels strategically. **Here's how...**



### **Surround your prospect.**

You have email, phone, social media, groups, networks, and events to work with. Use all six of these mediums to surround your prospect and optimize your outreach.





**Prime your prospect's memory.**

If you use all of the options available to you, your prospect will be reminded of your existence in multiple formats.

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What does your prospect prefer?



You may be most comfortable with phone calls, but your prospect prefers email. You'll have more success if you align your methods with what your prospect prefers.



### **Change the cycle.**

Most people, including your prospect, tend to switch their communication preferences every three to six months. Be willing to change your communication practices frequently.



**Use all methods available.**

If you use the multi-channel approach consistently, including networks, groups and events, you will have a higher percentage of reaching your prospect, priming their memory, and impacting your sales.

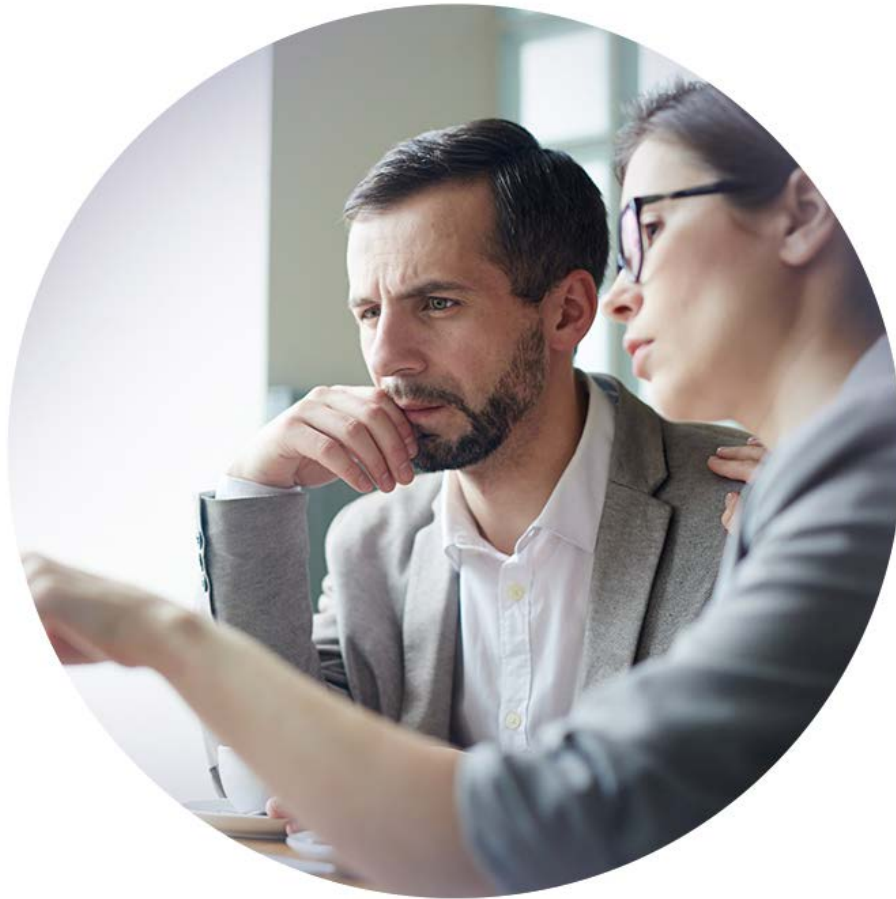


### **Avoid the perception of automation.**

If you use just one or two channels, you could be perceived as automated rather than personalized.

You don't want to be seen as a one-trick pony or as someone who is just "dialing it in."





## **Build your credibility**

Use your knowledge of your prospect's role and industry introduce familiarity before you've met.



Surround your prospect with value

### Increase your reach

If all you do is send emails, it could take 16 messages to get someone's attention. If all you leave is voicemails, it can take 14 recordings to get them to answer. Using email + phone + social will greatly increase your reach.



## Reduce time

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If you're not using all channels at your disposal, the time it takes to make a connection increases. It takes a long time to connect with a single method.

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Be a consistent team player

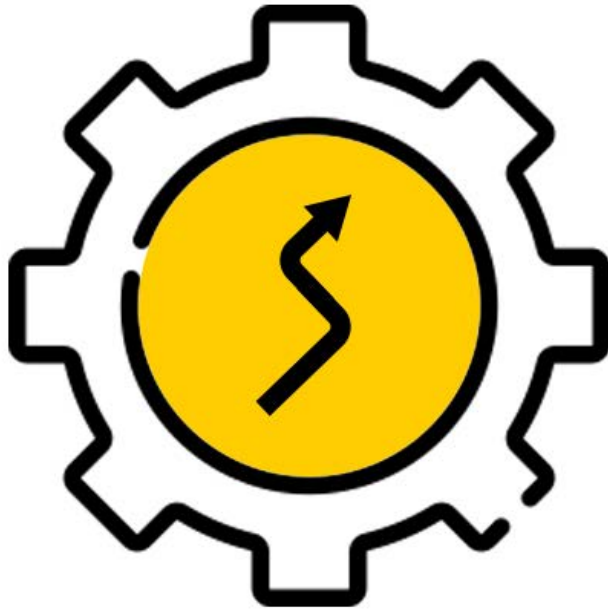






The one factor that every team must have in order to achieve their goals is consistency.  
**Here's how...**





### **Everyone on the same page**

Mastering all communication channels, and expecting your team members to do the same, will catapult your overall effectiveness.



**Are you part of the problem or the solution?**

Don't be that person who holds your team back from achieving their goals because you refuse to use all channels at your disposal.

# Phone Best Practices

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## Afraid to call

Fear of picking up the phone is the most common challenge by far.

## Don't convey confidence


Most salespeople say that conveying confidence on the phone is difficult without being able to see their prospects.

### **Unable to handle objections**

Many salespeople are blind-sided by objections and struggle to overcome them.

### **Avoid using the phone to increase outreach**

It's common for salespeople to rely more on email or social media to communicate, yet connections made on the phone can be more effective.



Practice opening lines and handling objections



Plan to set aside time to write and practice opening lines and possible objections before making calls. Here's how...

*Expand each step to learn more.*

## Conduct research

Prepare for calls by conducting research about the targeted role and industry. You will sound confident, knowledgeable, and in control.



## Set areas of focus for your call

- Potential business issues for the role and industry
- Potential value (business and personal) for your prospect



## Interrupt with value

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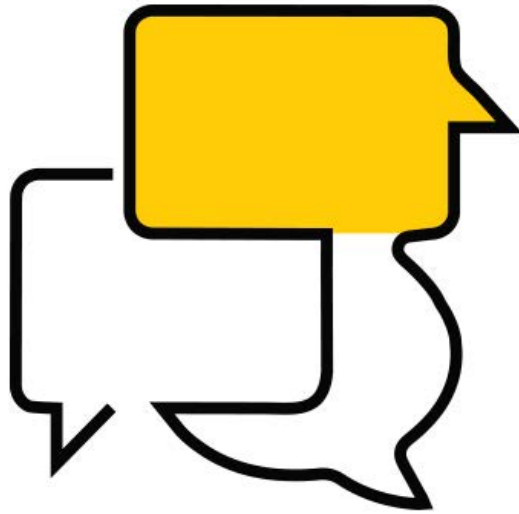
Your call will always be an interruption. Be prepared and ready to provide something of value as soon as they answer the phone. Be respectful and get to the point – they are busy, and so are you.



A man with a beard and glasses, wearing a headset, is sitting at a desk and writing in a notebook. He is looking down at the notebook with a focused expression. The background is blurred, showing what appears to be an office or library setting with bookshelves.

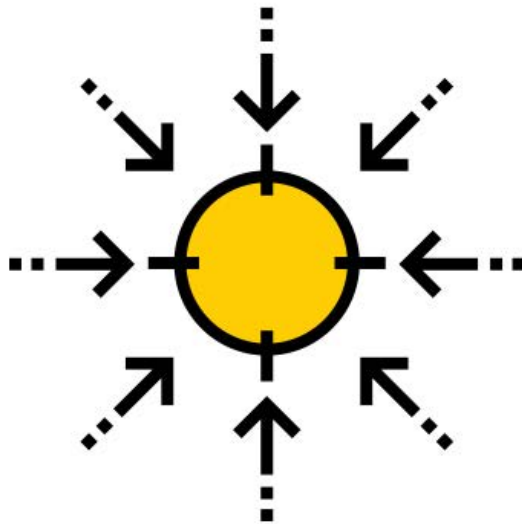
## Dedicate daily time to a call block

Set aside time, dedicated time on a daily basis to execute a completely focused call block. Here's how...



## Get in the flow

Schedule your call blocks at times when you are most awake, so that you can focus 100%.





## Stay focused

Once you get into the zone of calling, remain focused throughout the call block. Be ready at all times. Avoid drifting when there are no rejections or responses.



#Friendsdontletfriends prospect alone

Never execute a call block alone. Here's how...

*Click each tab to learn more.*

VIRTUAL CALL BLOCKS

TALK TO YOUR TEAM

Even if you work remotely, dial into a meeting platform and share your video with your team when you call block.



VIRTUAL CALL BLOCKS

TALK TO YOUR TEAM

Spend a few minutes after each call block to discuss the event and determine next steps.



Eliminate distractions



Focus solely on dialing, opening the call with Value, and handling objections. Here's how...



### **Optimize your environment**

Close any windows not related to your call. Set “Do Not Disturb” on your phone. Shut your door. Turn off notifications.



## **Stop procrastinating**

Fear that it might not be the right time to call is an excuse that you give yourself because you fear rejection. Remember, they don't know you enough to not like you.





Ask questions that convey confidence and relevance



### Strike a balance

Communicate confidence through your tone, cadence, and word choice. You are relying on asking questions. You want to convince, not pester.





## **Be memorable**

84% won't remember what words you used, but over 80% will remember HOW you made them feel.

**What will you try?**

# Email Best Practices

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## Email challenges

*Expand each tab to see what others said.*

### Effectively improve email open rate

How do we encourage our prospects to open their email? How do we stand out from hundreds of messages in our prospect's inboxes?

## Get prospects to respond to emails

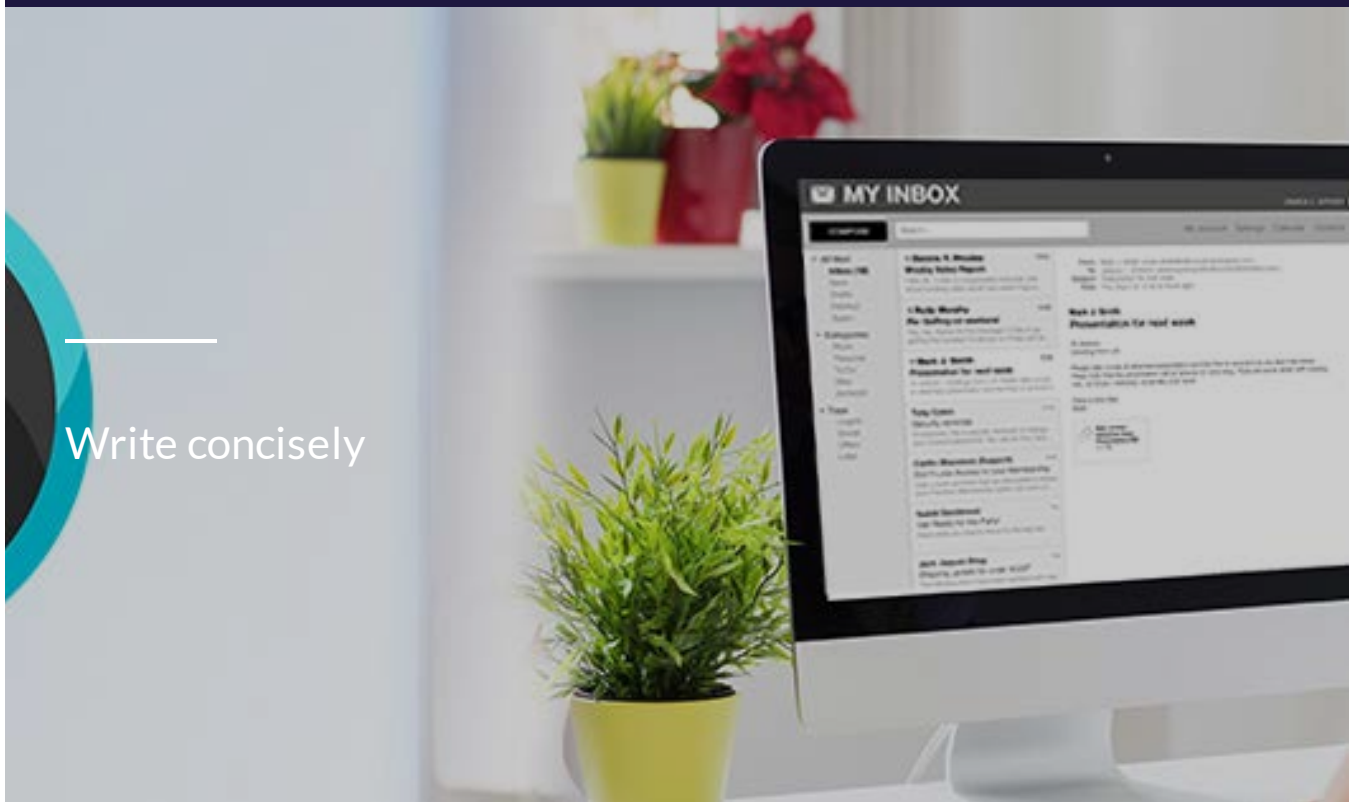
Most salespeople tell us that even more challenging than improving open rates, getting their prospects to respond to email is even more difficult.

## Personalize emails

The challenge is to write and send many emails (at scale) efficiently but also personalize the messages.

Idea 01 coming up next...

Write concisely



Edit your emails to be as short as possible yet still make your point.  
Here's how...

*Expand each tab to learn more.*

## Brevity is the goal

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Assume your prospect won't read more text than fits on a typical mobile screen. Here's where you need to be creative about how concise your message can be.

Abraham Lincoln once said, "I'm sorry I wrote such a long letter. I did not have the time to write a short one."

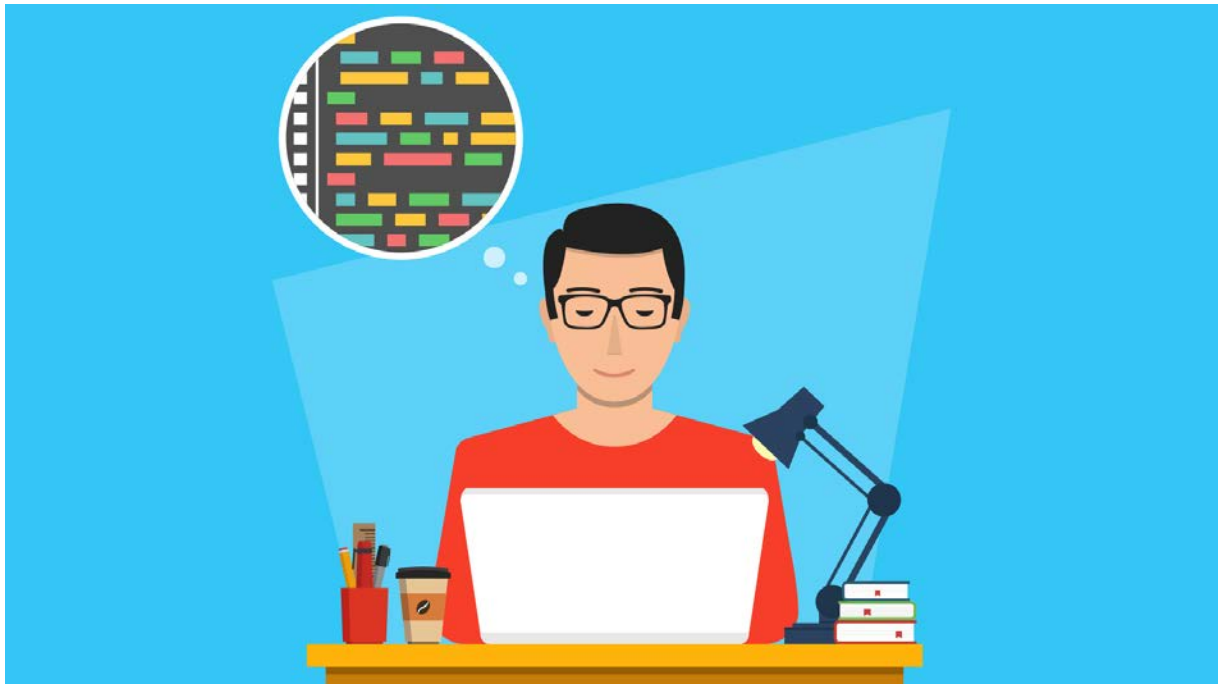
Cut, cut, and cut some more. Leave only the most important thoughts in the fewest words.



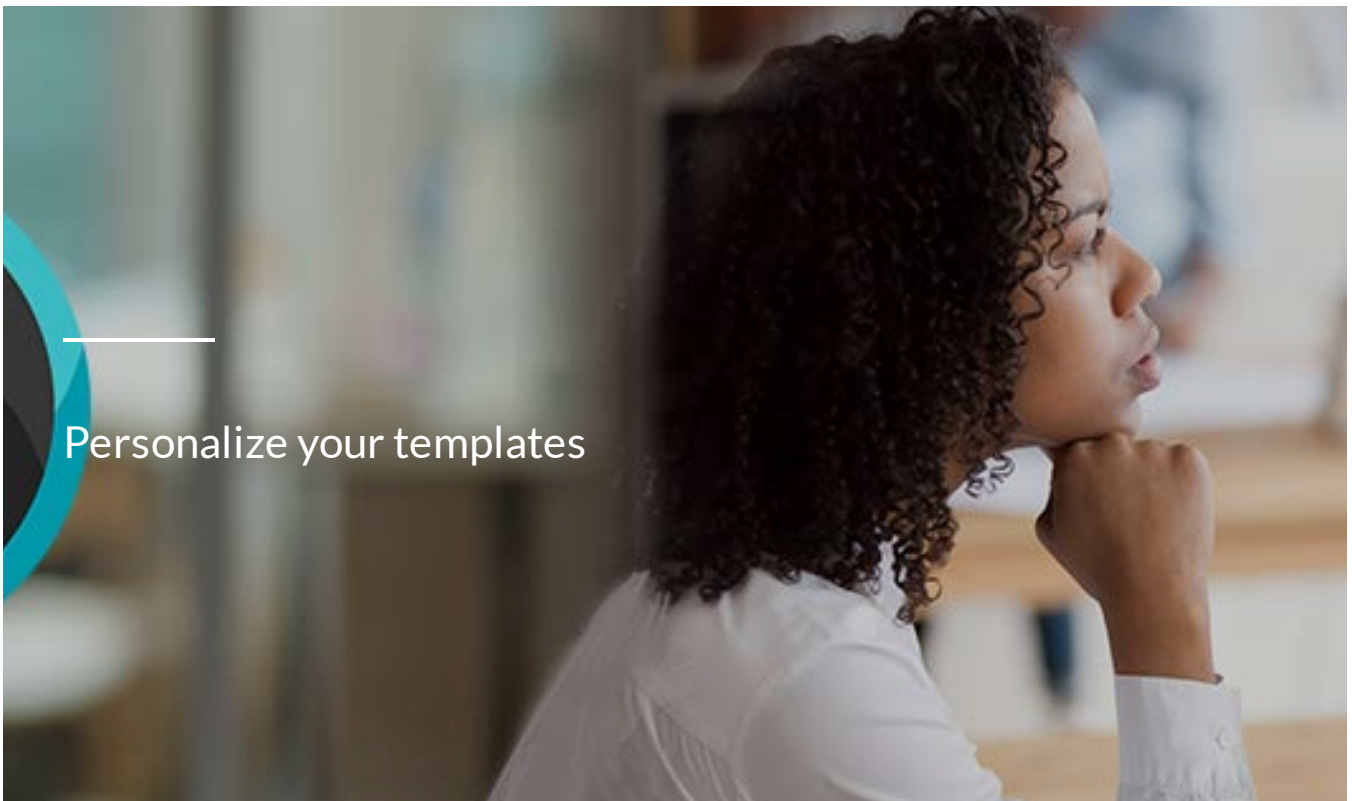
## Never send the first draft

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Always write more than one draft of your emails. Plan to allot enough time to get your message right.



Personalize your templates



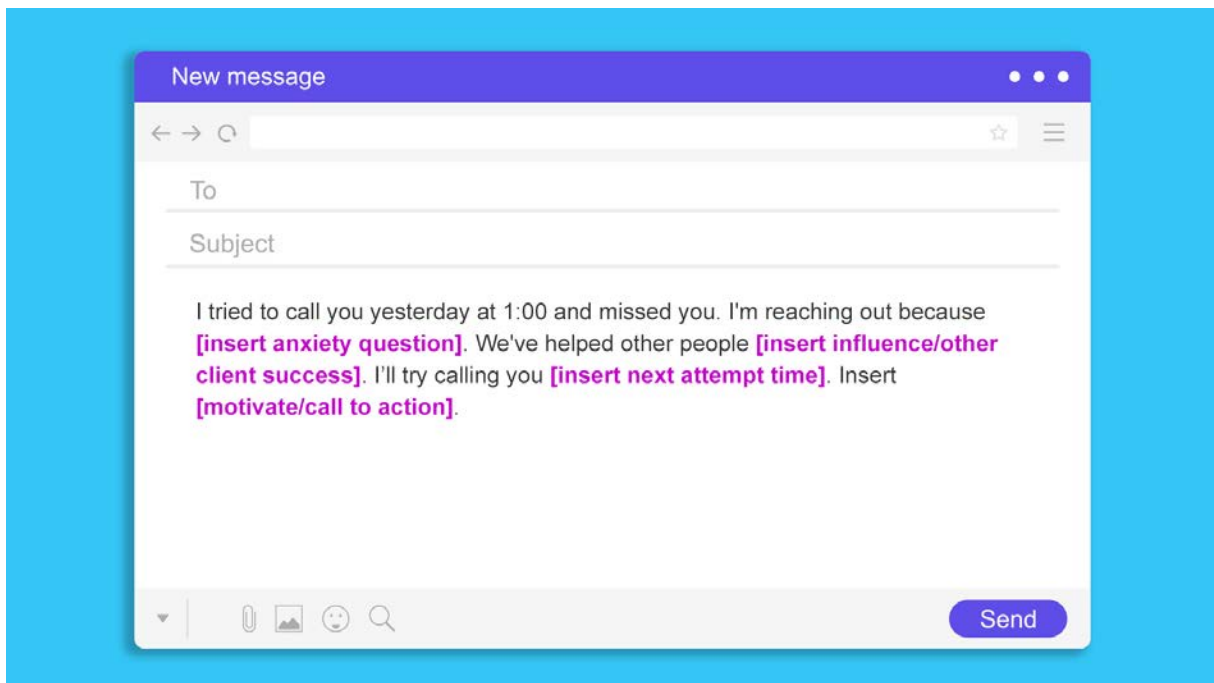


Use your research on role and industry, combined with the case studies your organization provides, to personalize emails to your prospects. Here's how...

*Expand each tab to learn more.*

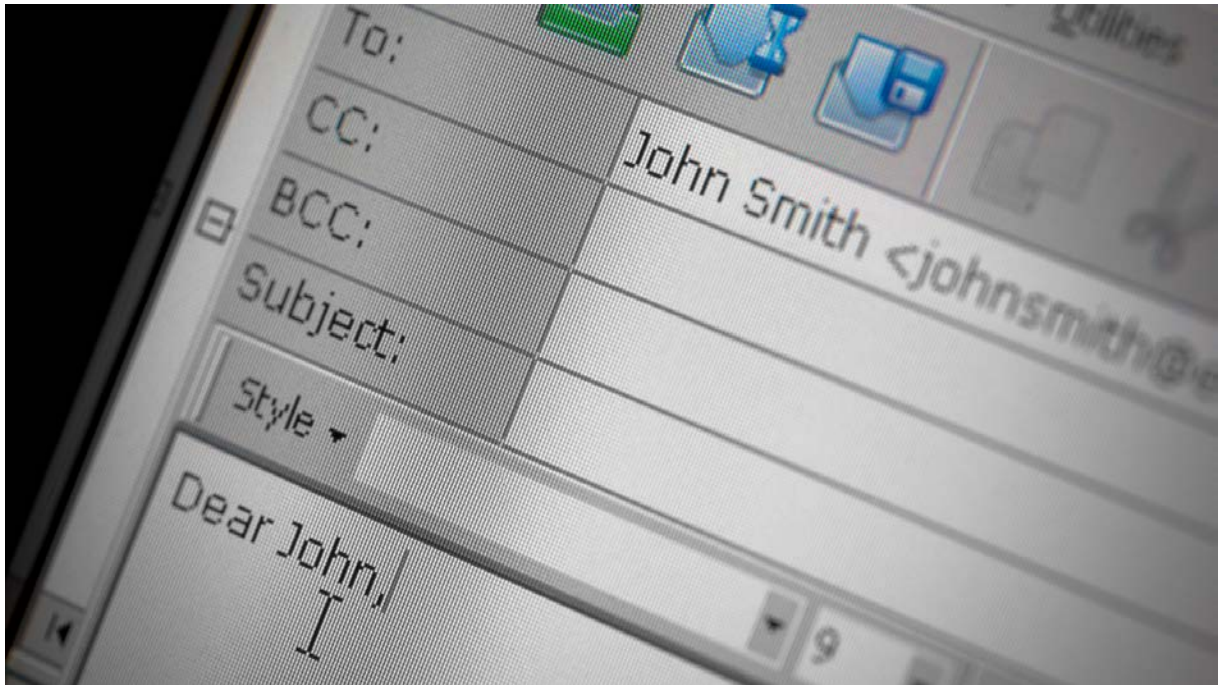
## Craft templates efficiently

Writing templates based on industry and role research allows you to produce results at scale. For example, you can reach 50 Vice Presidents in healthcare with your template, because you aren't specifically writing for individuals. You are communicating at scale.



## Personalize selected elements

Consider crafting a template for each role and/or industry, then personalizing only the subject line or first sentence for each individual prospect.



### Make it about them, not you

Focus on solving problems from their perspective. 89% of interviewees on our B2B Revenue Executive podcast surveyed agree your prospect wants you to “show me that you know me.”

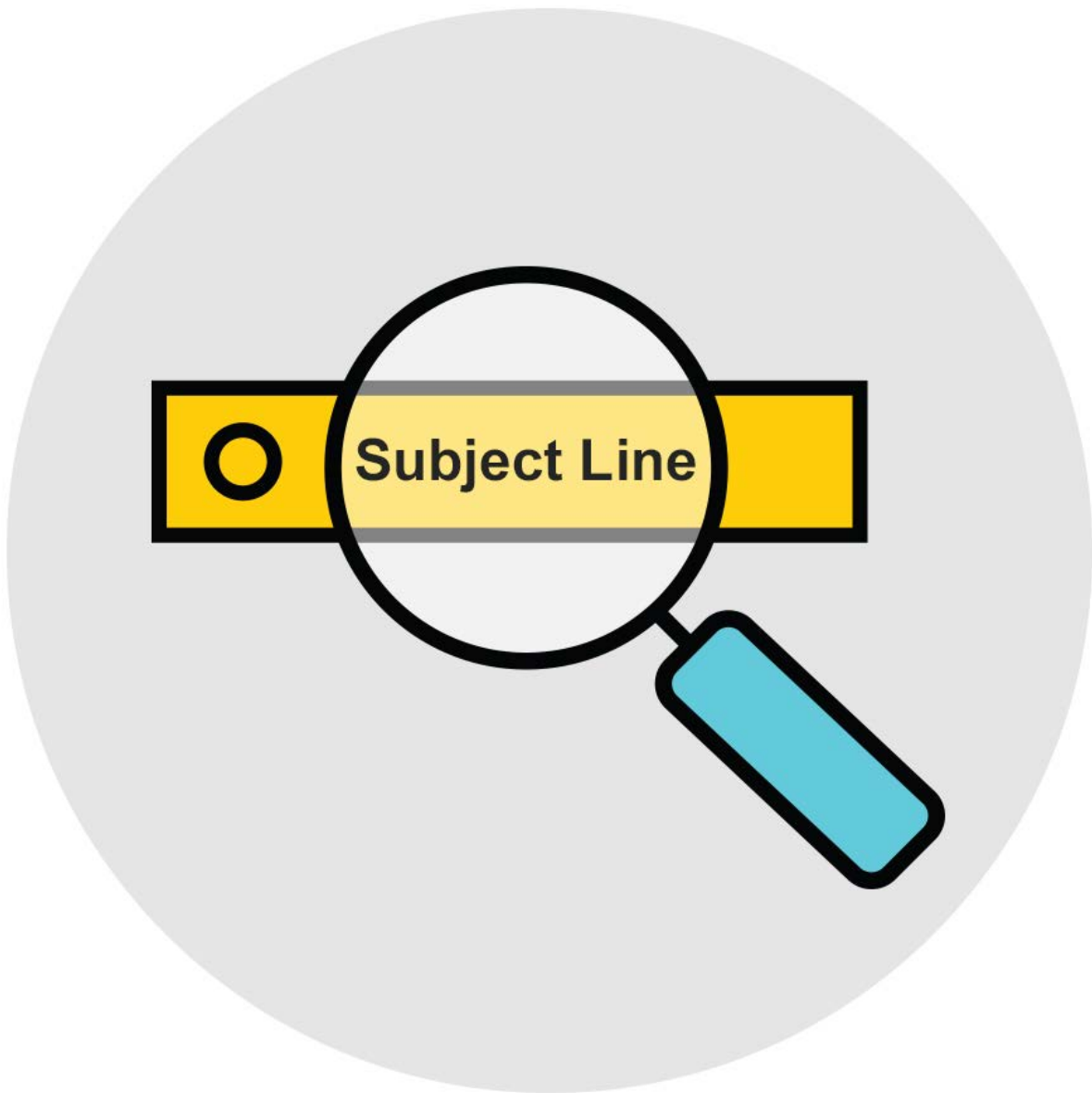
A person's hands are visible typing on a laptop keyboard. The laptop screen displays an email interface with a large blue envelope icon and a green checkmark. Several smaller blue envelope icons are floating around the laptop. On the left side of the image, there is a teal circular graphic element.

A/B test your subject line

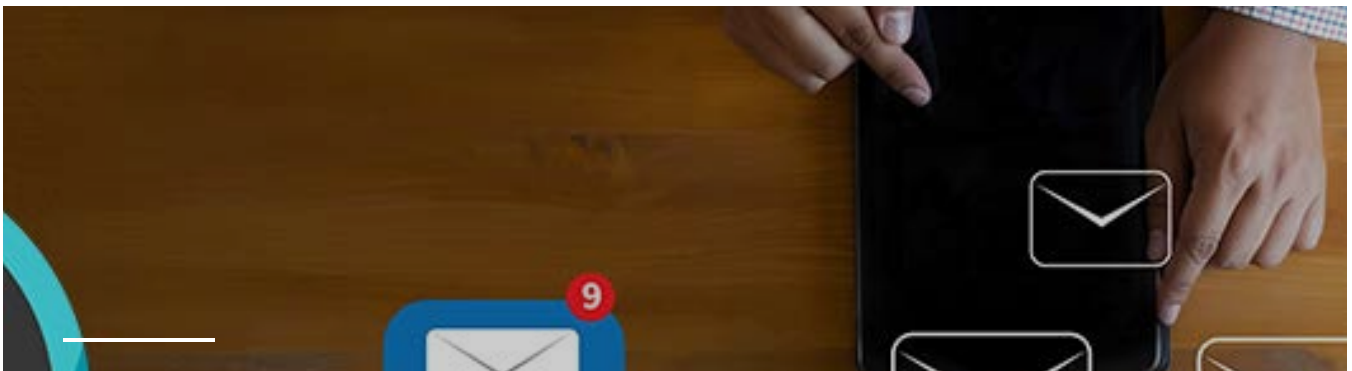
A/B testing, also known as split testing, is a process of showing two variations of something, to different segments of an audience and compare which version gets more responses. Here's how...



The quality of your subject line is the number one reason a prospect will open your email.



Your subject line should mention outcomes and impacts of implementing your Solution.





Measure open and click-through rates



The impact of your emails can be measured. Try changing one word in the subject line or one phrase in the first sentence to see what resonates most. Use that data to write your next

messages, too.

**What will you try?**

# Social Media Best Practices

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## Social Media Challenges

### Don't use social media consistently

It's difficult to assess how often to engage with social media. How can you “right-size” your social media activities?

### Don't ask prospects to respond to social media

Most salespeople say that it's challenging to gauge whether their sales outreach on social media is working because they do not consistently get responses. How can you respectfully ask for a response?

### Quantity of connections more important than quality

Many salespeople try to add as many new people to their social media networks as possible. How can you balance quality with quantity?



Use social media to engage, establish familiarity, and bring value, not necessarily to sell. These days, social selling is a popular buzzword but the term is misleading. Here's how...



Social media is more like a digital cocktail party. You wouldn't try to sell your solution at a social event in most circumstances, would you?



When engaging with your target audience on social media, show them that you have done your homework and understand their industry trends.





Don't just click the LIKE button; that's like a "golf clap."



Conduct time blocks for social interaction

Effective social media engagement takes more time than making calls or writing emails (except for the creation of direct mail pieces) to do social media effectively. Here's how...



Engage with the content  
posted by your potential  
prospect



Respond intelligently



Share some related content  
that provides value



Just like blocking your calendar to make calls, block your calendar for social media. The rules are the same: shut down all other distractions and focus.



## Share internal and third-party content

Leverage valuable content, whether created in-house or from third parties. Here's how...

*Expand each tab to learn more.*

### Share content that has value

Share links, white papers, or research your prospects may be interested in.



## Create a repository

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Work with your Marketing team to create a repository of valuable content ready to share.



## Share third-party content

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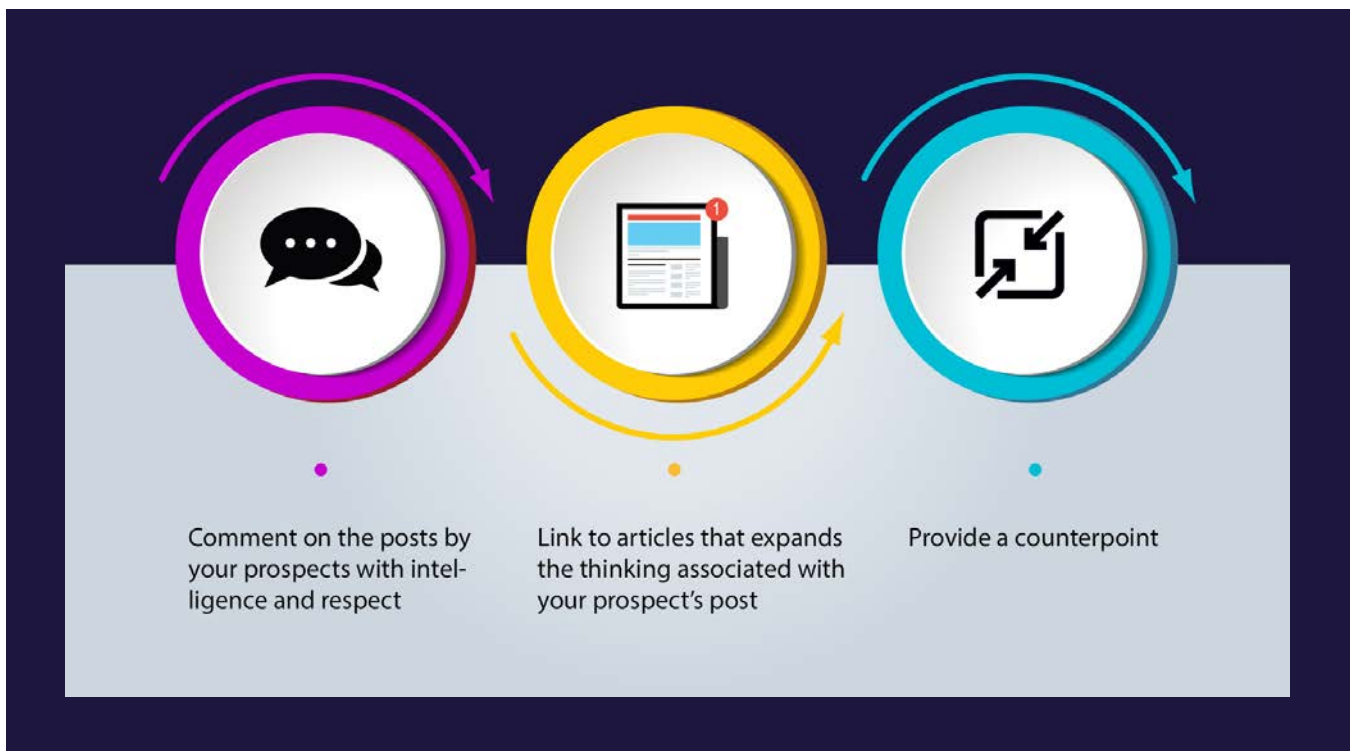
Share third-party content rather than self-promoting your company. Remember, you're not selling. You're building relationships and trust. Don't forget to attribute the source.





Focus on your unique voice and perspective

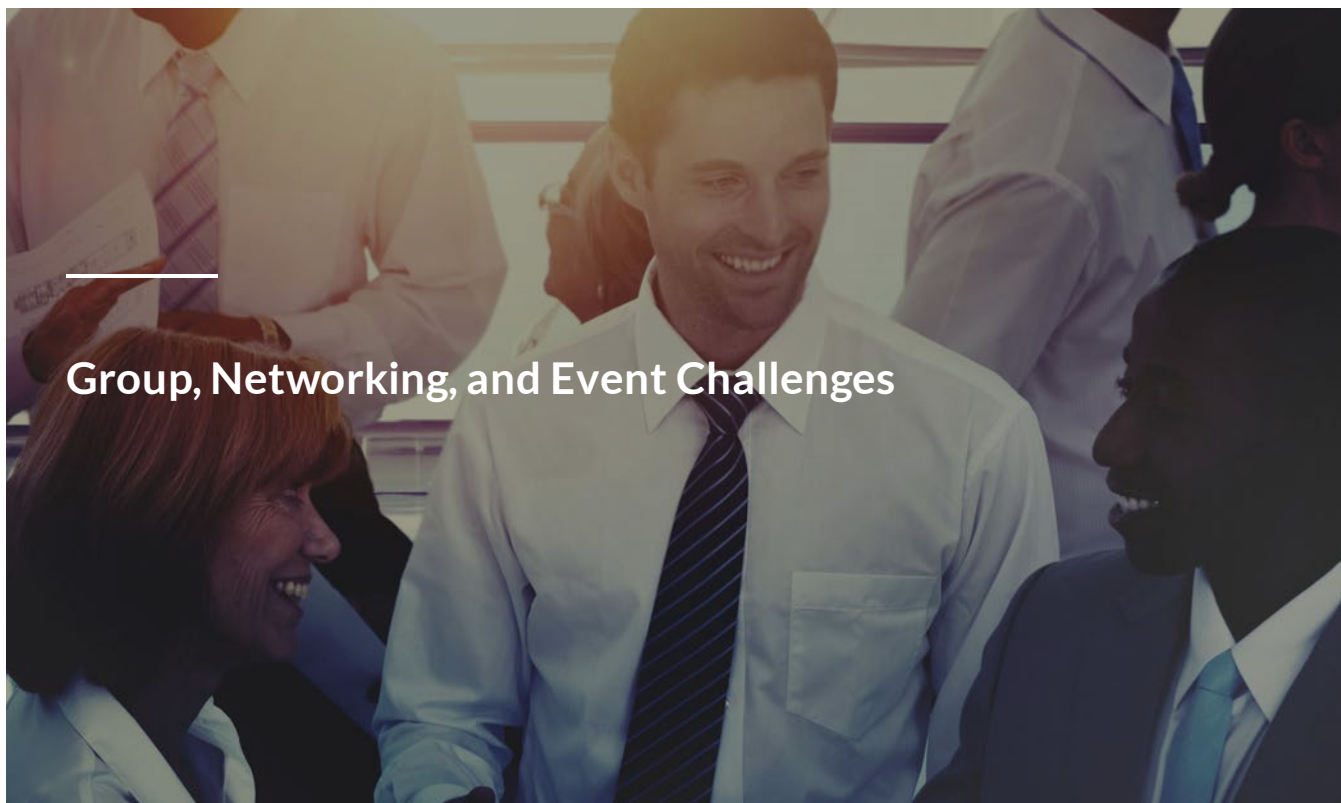
Focus on having a voice and providing a perspective. **Here's how...**



What will you try?

# Groups, Networking, and Events Best Practices

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## Group, Networking, and Event Challenges

### Outreach is limited to phone, email, and social media

Expanding outreach to the full breadth of possibilities is rarely pursued. Salespeople are busy and tend to stay within their comfort zones. How can you expand your outreach to more channels?

### Not getting desired response rates or conversions

Most salespeople say their outreach efforts do not lead to conversions or even response rates.

### **Unable to build a network beyond digital outreach**

Many salespeople focus solely on digital when they reach out to their various channels. Appearing in person at networking events, or joining groups, often take lower priorities.

A photograph of a person's hands using a laptop. Overlaid on the image is a network of white circular icons connected by lines. The icons represent various digital concepts: a group of people, a share symbol, an envelope, a laptop, a smartphone, a camera, a speech bubble, a gear, a Wi-Fi symbol, a globe, a signal tower, a clock, a folder, and a person. The text "Craft Appropriate Content for Each Channel" is written in white across the middle of the image.

Craft Appropriate Content for Each Channel



Whether groups, networks, or events, contextualize your outreach appropriately for the channel. For example, if you're attending an event, your outreach should be focused on the event's theme and associated issues. Do a little research beforehand to be able discuss topics intelligently.





Be ready to discuss recent newsworthy topics, such as a new brand name, industry regulatory change, anything noteworthy and relevant. This creates ripples that can be harnessed for outreach and ways to provide Value.



Social activities are attended by people from various walks of life and can lead to networking opportunities. Don't be afraid to ask questions and share commonalities.



Use 1-to-Many Channels for Relationship-building

Networking requires consistent nurturing and engagement. It can be the most valuable asset you have. Don't try to "sell" at networking events.



Incorporate networking, group, and events strategically and respectfully. Avoid negatively impacting your credibility. How? Be mindful about your interactions and the context of the situation. This can impact your language, your tonality, even your sentence structure, and how you follow up afterwards.



Increase the Use of 1-to-Many Channels at Scale



*Click each pulse to learn more.*



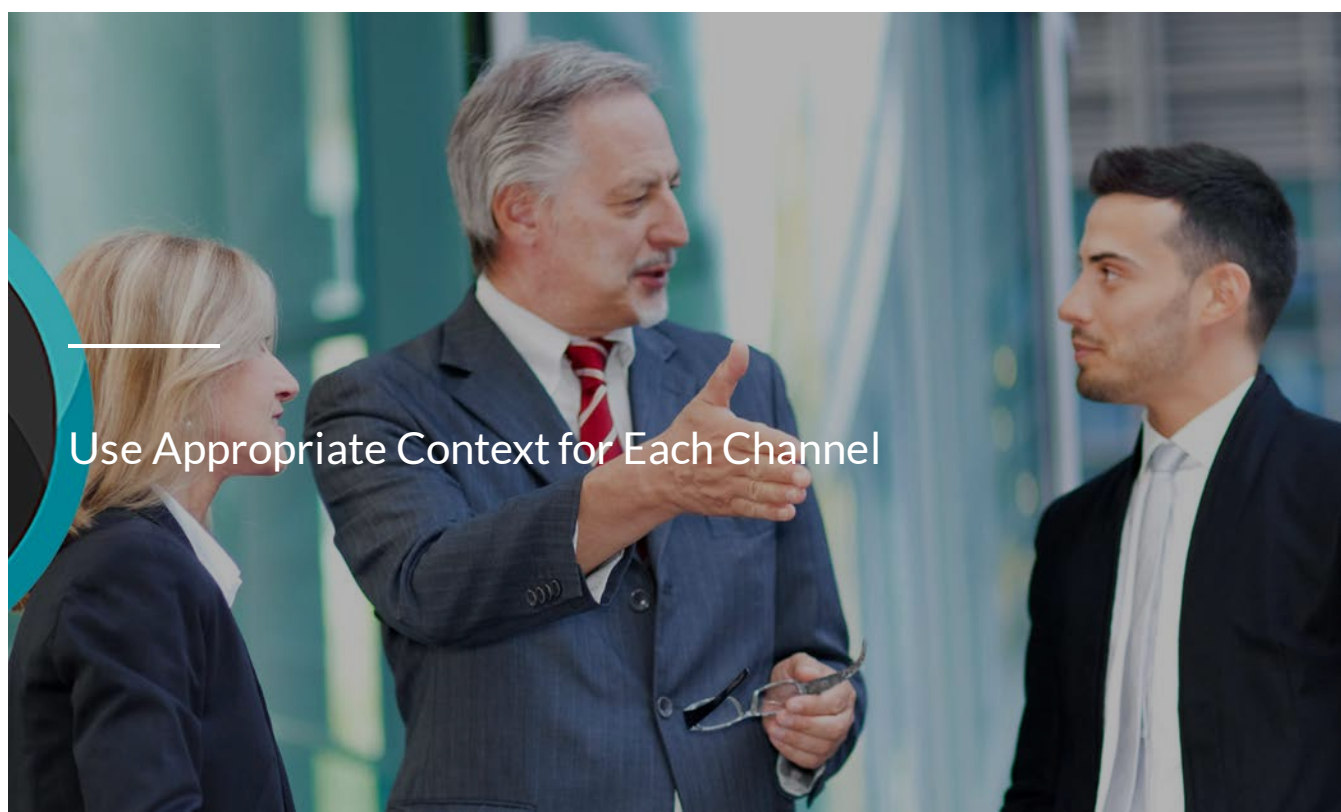




When you leverage events, groups, and networking well, you will be able to connect and converse with more people and cast a wider web.



In other words, your efforts will have an economy of scale. This will allow you to have time to personalize your interactions, even as you multiply the number of people you reach. You will accomplish more in less time.



Use Appropriate Context for Each Channel

Consider the event you're attending and context of whom you'll be meeting to craft your outreach plan and any requests you want to make. Here's how...

*Expand each tab to learn more.*

### Contextualize your outreach

You'll approach someone in a neighborhood HOA meeting differently than you would at a marketing keynote address.

In other words, you will contextualize your outreach, and you will also contextualize how you present yourself.



### Make an effective cadence

Keep your interactions focused on making connections. Then leverage those connections in an effective cadence.



Become a Servant Leader





Approach all channels with a Servant Leader mindset. Robert K. Greenleaf first coined the phrase "servant leadership" in his 1970 essay, "[The Servant as a Leader](#)." However, it's an approach that people have used for centuries. **Here's how...**

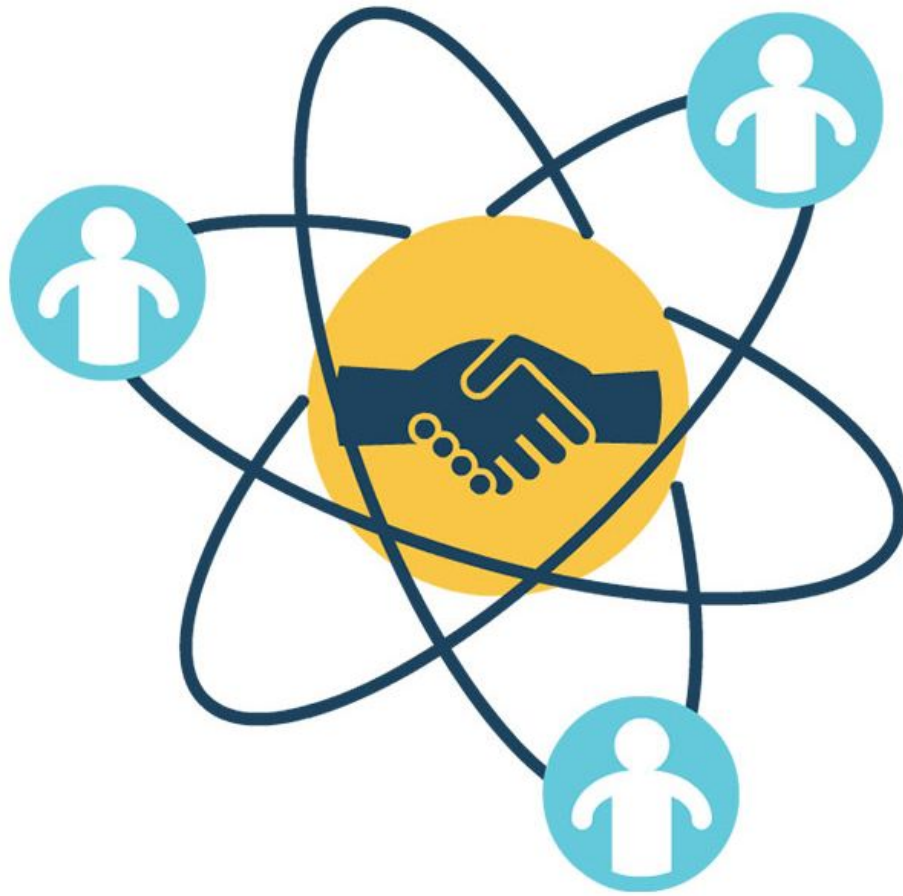


When you are a servant leader, you focus on the needs of others, including your prospects, before you consider your own.





Another way to put it is “Give to Get” -- a critical component of success in these channels. What does that look like? You will be prepared to return favors if you ask for an introduction to a potential prospect at a networking event. You will volunteer time if you ask for a meeting. You will help your group to achieve its mission.



Networking requires consistent nurturing. Always reciprocate if you are using your network to gain connections and introductions.

**What will you try?**

# Summary

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## Key Takeaways

The ways YOU can engage with prospects and customers to increase familiarity, influence buying decisions, and move prospects to close requires being present and aware of when and how the buyer wants to engage with you.

This requires a focused, consistent use of all channels at your disposal.

- 1 Increasing engagement with prospects by applying respectful persistence,
- 2 Combined with a cadence-based approach focused on value-based interruptions, designed to prime memory.
- 3 To leverage your company and personal influence to connect to,
- 4 Problems you are uniquely able to solve.

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Use these best practices combined for increased effectiveness, capture the attention of prospects, and engage in value-based conversations.

## Want to learn more?

Visit [valueselling.com](https://valueselling.com) for a wealth of value-based strategic selling ideas.

The **B2B Revenue Executive Experience** is a podcast dedicated to helping executives train their sales and marketing teams to optimize growth. Each episode features an interview with a thought leader or practitioner.

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