

The Rules of Attraction

WHY YOUR TECH STACK ISN'T MAKING YOU SEXY



We're living in the golden age of sales enablement. Today's client-facing professionals are equipped with a dizzying array of tools designed to turn outreach into a science: who to email, when to follow up and many meticulously timed "touchpoints" are necessary to secure a polite, but often noncommittal response

Firms are leveraging platforms like Seismic to automate content, Smartlead to orchestrate entire outreach sequences, and DocSend to monitor how long someone lingers on a PDF. While these signals can be informative, they often serve as vanity metrics masquerading as insights. This robotic and overly-structured outreach has become, frankly, tiresome.

We've all been on the receiving end of a "just checking in again!" email. The digital equivalent of a child repeatedly asking 'Are we there yet?' on a long drive. Client-facing work shouldn't be about proving you're there; it's about making your presence felt when it truly matters.

This is especially pertinent when your prospects aren't impulse-shopping on Instagram, they're managing billions in capital, underwriting risk and vetting deals that take months, or even years, to close. Trust is hard-earned, time is scarce, and the sheer desperation of sending another unsolicited calendar invite can feel, well, embarrassing and certainly comes across as offputting. These individuals don't respond to pressure; they respond to poise.

The best in the business, the leaders in capital formation, institutional sales, or big-ticket real estate aren't the ones who follow a rigid follow-up schedule. They aren't pushy or scripted, yet they always get a call back. Not because they adhere to a playbook, but because they never seem to need one. Their magnetism lies not in the volume of outreach, but in its selective application. They know when to advance and, crucially, when to recede.

Ironically, this restraint is precisely what enablement platforms are attempting to eliminate. You can book the third follow-up call to show your manager that you're working on the pipeline, but where's the long term payoff?

Supporting the view that rigid automation may overlook the nuanced needs of high-value clients, Gartner highlights a significant evolution in sales strategies, noting that "Driving change across the sales function requires the ability to refine messaging, streamline processes and find other ways to reduce seller drag. With seller burnout at an all-time high, an enablement focus on improving seller experiences can have a substantial impact on reducing regrettable attrition."

While everyone else is chasing their tails, the advantage belongs to those who can pull people in. Now that technology has made everything so accessible, there's value in being just out of reach. Algorithms may know the optimal time to send an email, but they'll never tell you when it's more powerful to not send one at all.

TechTarget discusses the balance between AI-driven outreach and automated sends, versus personalization and restraint, noting that while AI can personalize approaches at scale, it should not overshadow the importance of making each prospect feel valued and understood. They emphasize that personalization isn't merely about using someone's name; it's about demonstrating a deep understanding of each prospect's needs and industry challenges.

At the end of the day, a deal isn't just made on the attractiveness of a product, it's also made on the attractiveness of the relationship that comes with buying it. Few things are as alluring as the quiet confidence of someone who appears to not need your business.