

The Ultimate Playbook

# Define your AI-powered outbound strategy

Winning patterns discovered scaling our customers sales pipeline.



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## Introduction

The go-to-market playbook is being rewritten, and fast. What used to be about brute force, big teams, and gut instinct is now about precision, personalization, and thoughtful use of AI.

The best companies aren't using AI to spray and pray. They're using it to remove low-value, high-frequency admin work, the stuff that clogs up calendars and burns out sales reps. Meeting notes, CRM updates, lead sorting, research, all automated. What's left? Time to go the extra mile with your prospects. And time is where the magic happens.

AI frees up reps to do what software can't: go the extra mile. Not in volume, but in depth. Personal messages. Tailored outreach. Clear, relevant value. It's how high-growth companies such as ElevenLabs create standout, digital-human experiences that actually connect.

Instead of cold calls and guesswork, today's GTM leaders use AI to surface subtle signals, what a prospect cares about, what their company's going through, what language they respond to. AI spots it. Humans deliver it, with heart.

The shift isn't just tech, it's mindset. Smart resource allocation. Smaller, sharper teams. A ruthless focus on what works. AI is the tool, but personalization is the strategy.

The future of sales isn't less human. It's more focused, more intentional, more real, because AI makes space for it. When we remove the administrative burden, we create room for genuine connection. Sales professionals can finally focus on what they do best: building relationships, solving problems, and delivering value that resonates on a human level.

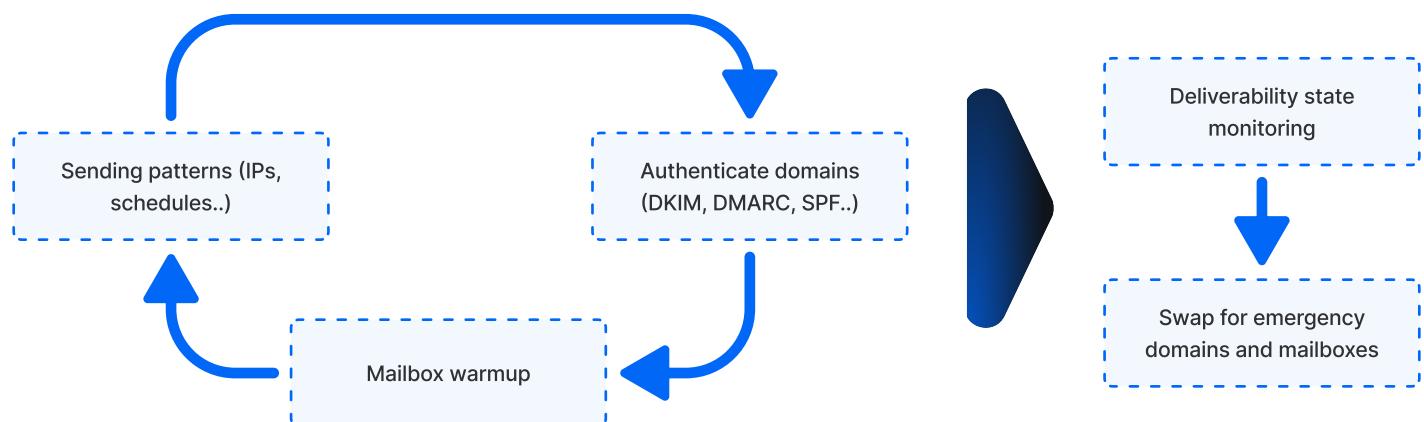
In this new paradigm, success belongs to those who understand that technology doesn't replace the human element—it amplifies it. The companies that thrive will be those that strike the perfect balance between AI efficiency and authentic human engagement.



# What happened recently ?

Email channel has reached a new level of complexity

Sales email outreach has undergone a fundamental transformation. Email providers have erected stronger barriers through enhanced privacy measures and sophisticated spam filtering algorithms.



- SPF: Think of it as your email's ID card
- DKIM: Like a unique signature for each email
- DMARC: The security guard that checks if emails are really from you

These are just fancy terms for making sure your emails actually reach people's inboxes. You don't need to be technical - just make sure your ops team has these set up correctly.

The core challenge is twofold: sales teams need to navigate increasingly complex technical requirements – from proper email authentication protocols (SPF, DKIM, DMARC) to IP address management – but they must also consider the strategic aspects of email deliverability through systematic warm-up processes and intelligent sending patterns.

# Define your AI-powered outbound strategy

## VC Money has slowed down

The tech industry is experiencing a sobering wake-up call as the era of easy money comes to an abrupt end. With capital becoming increasingly expensive, the fundamental flaws in many startups' business models are being brutally exposed.

The traditional playbook of building oversized sales and marketing teams, fueled by venture capital and optimized for growth at any cost, is crumbling under the weight of economic reality.

This shift is forcing a painful but necessary transformation in how B2B companies approach sales. The symptoms are clear: bloated organizations with unsustainable Customer Acquisition Costs (CAC) – SDR and AE teams missing targets despite growing headcounts, and marketing investments failing to deliver proportional returns.



For those that survive, the path forward demands a fundamental reimagining of the B2B sales model. Full-stack sales representatives aren't just a cost-saving measure – they're becoming a crucial adaptation to a world where capital efficiency and sustainable unit economics are no longer optional.



We now expect each salesperson to do more with less

## The AI vs Human drama

The current debate over Human vs AI in sales automation misses the fundamental point. Framing workflow builders (GTM engineers, Growth Ops...) as the "human solution" against AI SDRs as the "robotic takeover" creates an artificial and unproductive divide.

This oversimplified narrative ignores the reality that both approaches are ultimately tools in the modern sales stack, each serving distinct but complementary purposes.



## Define your AI-powered outbound strategy

What's often overlooked is that this isn't a new debate at all – it's the fundamental "build vs. buy" question that has existed since the dawn of the SaaS industry, just wearing new clothes.

Both workflow builders and "AI SDRs" are human-created solutions, with the latter simply wrapped in the marketing allure of artificial intelligence. The real question is straightforward: does building your own sales automation infrastructure provide better ROI than purchasing ready-made solutions?

In today's capital-constrained environment, this decision must be based on hard numbers, not the marketing appeal of AI or the allure of custom and complex solutions.



Success will come to organizations that can accurately calculate the true cost and value of each approach, cutting through the noise of the artificial human versus AI narrative.

# How to face this new paradigm ?

As the context is shifting, there must be something to change and there are mostly two existing approaches :

- AI SDRs
- GTM engineering

Which basically means : buy vs build.

## Building a custom outbound engine

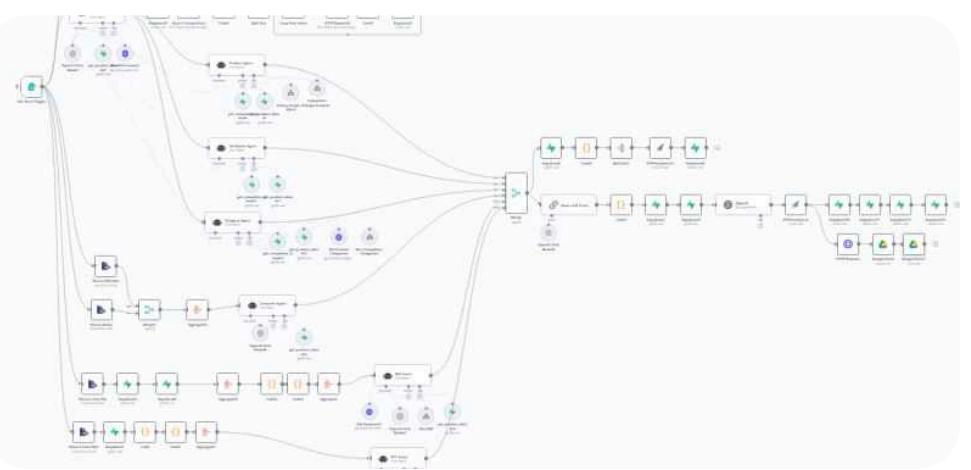


A GTM engineer is someone with both technical knowledge and business acumen.

The premise is straightforward—building your own automated outbound sales machine gives you complete control, allowing you to customize workflows to your specific needs. This approach offers powerful advantages, though it often leads companies down an unexpected path of increasing complexity as the possibilities seem limitless.

While LinkedIn might position this as the latest innovation, seasoned sales leaders know better.

Guillaume “G” Cabane has been advocating similar approaches under various names for years, influencing high-performing outbound teams at companies like Gorgias, Segment, Drift, and Ramp who've integrated engineers into their growth functions.



The approach has gained traction recently as building these systems has become more accessible to non-developers, especially with new aggregators like Clay. Though it still requires technical proficiency for tasks like API integration, the barrier to entry is considerably lower than before.

# Define your AI-powered outbound strategy

What often goes unmentioned is the true cost. Beyond the initial investment (development time × headcount) and ongoing tool subscriptions, these custom systems demand continuous maintenance—integrations break, processes require updates, data sources prove insufficient. What begins as a controlled project often evolves into an expanding technical commitment that consumes more resources than initially anticipated.

## “First Gen” AI SDRs

First gen AI SDRs present a straightforward pricing model compared to building in-house solutions. These services are typically priced per lead contacted over a defined period—essentially productized outbound engines with varying degrees of intelligence.

The fundamental promise often marketed is an autonomous outbound engine managed by AI, handling the entire prospecting process with minimal human oversight. The reality, however, is more nuanced. Most solutions in the market fall into two categories: either fully agentic systems that risk getting out of control and producing generic outreach, or workflow-based systems that primarily leverage AI for message personalization but lack true autonomous decision-making capabilities.

**Workflows** are systems where LLMs and tools are orchestrated through predefined code paths.

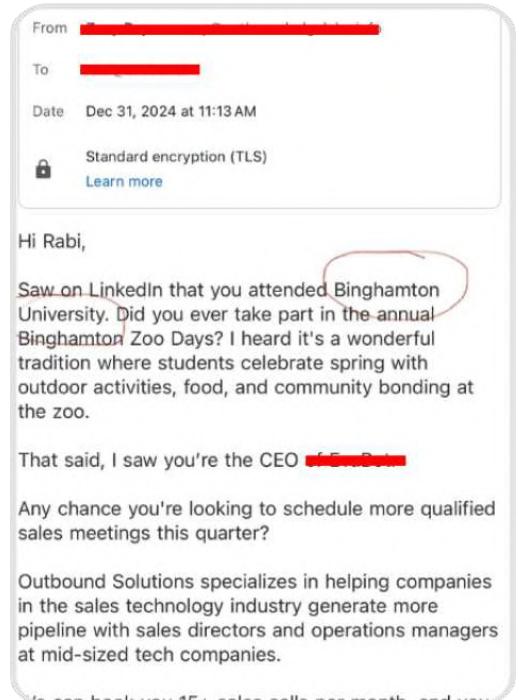
**Agents**, on the other hand, are systems where LLMs dynamically direct their own processes and tool usage, maintaining control over how they accomplish tasks.

In our context, think of workflow automation as following a predetermined path—like a train on tracks that only goes where the rails are laid.

In contrast, an agent system dynamically decides its own path at every step—more like a self-driving car that can choose different routes based on changing conditions and make real-time decisions about how to reach its destination.

A key issue with these early AI SDRs is their overwhelming focus on messaging rather than strategic targeting. Many position themselves as “always-on” AI agents that continuously engage an entire Total Addressable Market 24/7. In practice, this often translates to large-scale email campaigns fueled by generic B2B contact databases, where personalization is merely surface-level. Most outreach is built on scraped LinkedIn profiles and basic firmographic data, resulting in inboxes flooded with pseudo-personalized messages that all sound the same.

Another fundamental limitation is their one-size-fits-all approach. These AI SDRs are largely interchangeable across different companies, using the same datasets, the same messaging logic, and the same broad targeting methods. Instead of incorporating richer contextual data to ensure outreach is hyper-relevant and qualification-driven, they rely heavily on contact information alone—leading to lower precision and wasted engagement on unqualified leads.



# Define your AI-powered outbound strategy

We believe the most effective approach combines the best of both worlds. Rather than overselling “AI everywhere,” the ideal solution strategically implements AI agents where they deliver the most value (qualification and lead generation) while maintaining human-in-the-loop oversight for critical decision points. This balanced methodology prevents the risks of unsupervised automation while still capturing the efficiency benefits of AI.

Where these solutions truly shine is in providing a plug-and-play outbound engine that delivers on the majority of use cases people typically build custom solutions for. While they may not achieve everything you could do with a custom engine, they cover pretty much any of the common use cases without the development and maintenance overhead.

Another great value proposition is that you can experiment without significant commitment. You pay, you try for a few months, it doesn't work: just quit.

The efficiency gains are real—but choosing the right provider with the appropriate balance of automation and human oversight makes all the difference, as does finding the solution that matches your specific needs.

Aspect	Custom outbound engine	First gen AI SDRs
Strength	Customization, control	Scalability, simplicity
Weakness	High-cost, technical demand	Relies on provider effectiveness
Cost	Hard-to-tell	Straightforward
Best for	Niche use cases, specific data sources	Generic use cases, deep markets

# The playbook behind “next gen” AI SDRs

## Understanding your ideal customer profile

Because we don't do magic; the first important input is your own business knowledge. There is no AI that knows your business better than you.

However this should be the easiest when you already know your business.

We want to define who is in your total addressable market – or at least having a list of statements that help you define if an account/person is a fit for your business.

Think of **total addressable market (TAM)** as your fishing pond - how many fish (potential customers) are actually out there for you to catch?

The size of your TAM determines how often you can reach out to the same prospects without burning through your list too quickly.

### How to define your ICP @AlanRuchtein



#### If you ever found yourself:

- Stuck on the outreach personalization
- On meetings with unqualified leads
- Putting too much effort into deals that end up being too small

Then you should check whom you're targeting.

Most likely you're reaching out to the wrong people and that results in low reply and conversion rates.

99% of salespeople face the same problem. They believe that their solution can fit all prospects. That means they can "theoretically" sell to everyone.

# Define your AI-powered outbound strategy

## How to define your ICP @AlanRuchtein



The reality is that when you want to sell to everyone, you end up selling to no one. That's why in this section I'll show you how to define your ICP and buyer persona so that you know exactly how to contact them, create value, generate a need, and potentially close a meeting to sell to them.

### When you sell to everyone (poor ICP definition)

- Your success rate will be low or close to 0
- You'll be suffering prospecting activities due to lack of focus
- You'll face 100s of rejections and tough objections

Most importantly, you won't be able to hit quota consistently.

### If you target the right people, you'll:

- Get more replies
- Book more meetings
- Close more deals

## Let's jump into the practical side



The better your ICP definition → the more value you'll provide → the more customers will stick to your message → the more quota you'll achieve.

I'll show you how you can create a Buyer Persona Matrix to rapidly map the differences between the people you target and adapt the messaging to each of them.

### 1 Open ChatGPT

#### Go to ChatGPT and paste the following prompt:

Act as a VP of Sales with 10+ years of experience in prospecting and qualifying customers and generating high-quality meetings and outbound flows.

Now create a 5-column matrix and comparison chart where you define the ideal person/title/role of the ideal buyer persona within the company who can decide, evaluate, and purchase a solution like [company].

[company] VALUE PROP.

This solves pains like:

[A, B, C]

# Define your AI-powered outbound strategy

## How to define your ICP @AlanRuchtein



The main use cases are:

[D, E, F]

Understanding the value proposition, the matrix should have the following columns:

- The title and role of the ideal following buyer persona, e.g. [Define the TITLE]
- The 3 biggest challenges and issues of those roles per person in 2025. Please be super specific about this and as concise as possible.
- Define the symptoms of those challenges in the same way.
- The impact on this person, their KPIs, and the company of these challenges.
- The benefit of implementing a solution like [company]

Follow this as a must when executing:

- Create everything under the same chart.
- Add all the Buyer Personas to the chart.

## 2 Add your company details in each variable

### Example using Revolut

Act as a VP of Sales with 10+ years of experience in prospecting and qualifying customers and generating high-quality meetings and outbound flows. Now create a 5-column matrix and comparison chart where you define the ideal person/title/role of the ideal buyer persona within the company who can decide, evaluate, and purchase a solution like Revolut.

Revolut is a financial solution that allows companies to reduce time and money through an app that allows national and international transactions at a fixed cost and much lower than the competition. It can provide and issue up to 200 digital cards per user at no cost or maintenance to manage expenses and expenses of the company and can be integrated with the digital business to receive online payments.

We focus only on the acquiring, or what's called payments online business unit.

Where you can directly integrate your gateway payment and start selling in your e-commerce.

1. See money in your account in 24 hours: Get paid directly to your Merchant account with next-day settlement, and no delayed payout schedule.
2. Accept and settle in 25+ currencies: Go global and take payments in over 25 currencies. We won't convert your card payments unless you ask us to.
3. Rely on us for reliable payments: Our 99.99% platform uptime means your payments keep going, 24/7 — backed by advanced fraud protection and rigorous security.

# Define your AI-powered outbound strategy

## How to define your ICP @AlanRuchtein



This solves pains like:

- Lack of gateway payments
- expensive fees while selling online
- Slow financial cashflow

Understanding the value proposition, the matrix should have the following columns:

- The title and role of the ideal buyer persona, e.g. CFO, CEO, Ecommerce Manager, IT director
- The 3 biggest challenges and issues of those roles per person in 2025. Please be super specific about this and as concise as possible.
- Define the symptoms of those challenges in the same way.
- The impact on this person, their KPIs, and the company of these challenges.
- The benefit of implementing a solution like Revolut
- Create everything under the same chart and add all the personas we mentioned above.

### 3 Get the matrix

Title & Role	Biggest Challenges (2024)	Symptoms	Impact on KPIs & Company	Benefit of Revolut
CFO (Chief Financial Officer)	- High online payment processing costs. - Slow cash flow affecting financial planning. - Compliance risks with international payments.	- High transaction fees eating into margins. - Delayed settlements impacting working capital. - Manual reconciliation and regulatory concerns.	- Reduced profitability due to high fees. - Difficulty forecasting cash flow and managing liquidity. - Increased risk of penalties for non-compliance.	- Lower fees increase margins. - Faster settlements improve cash flow. - Automated compliance and financial controls.
CEO (Chief Executive Officer)	- Scaling internationally while managing costs. - Ensuring a reliable and seamless payment experience. - Managing competitive pressure with better customer experiences.	- Limited payment options hurting conversions. - Customer complaints about failed or slow transactions. - Difficulty in managing multiple payment providers.	- Lower revenue due to abandoned carts. - Reputation risk from payment failures. - Inefficiencies in financial operations.	- Multi-currency payments boost global reach. - 99.99% uptime ensures reliability. - Centralized payment management reduces complexity.

## Setting up qualification criterias

I want you to think as if you were doing the SDR ; let's say you have a new task prospecting Mr X at Ycompany. What are you checking on first-sight on their website, linkedin or any specific data sources ?

Let's illustrate this with a Snowflake example

NB : We're not aware of their internal processes this is pure imagination examples

# Define your AI-powered outbound strategy

## Company-level

- The company is not a VC, consulting firm, or agency.
- The company is mid-market or enterprise, not a very small business.
- The company generates or processes a significant amount of data.
- The company has signs of cloud adoption (AWS, Azure, GCP).
- The company has a modern or evolving data stack (Redshift, BigQuery, Snowflake competitor, etc.).
- The company has hired or is hiring data engineers, analysts, or IT professionals.
- The company has the budget and willingness to invest in data infrastructure.
- The company has a recent trigger event (funding, cloud migration, hiring, engagement with Snowflake content, etc.).
- The company is not known for slow decision-making or resistance to new technology.
- The industry is a good fit and not heavily regulated in a way that would complicate the sales cycle.

## Person-level

- The person is an active employee, not a board member, investor, or retired.
- The person is in a relevant department (Data, IT, Engineering, Analytics).
- The person is a decision-maker or has influence over data-related purchases.



This is what we will now call the qualification criteria.

## ❖ Do it with AI!

### Pro-tips with Topo

Most **qualification criterias** that truly matter aren't readily available in standard lead databases. While you can filter by basic criteria like:

- Industry classification
- Company size
- Company description keywords

These filters often leave you with many false positives. The real qualification often requires deeper research into a company's actual operations, tech stack, or business model.

This is where AI can be particularly valuable: by automating the deep research process across websites, news articles, and social media content, it can assess companies against your specific qualification criteria. Instead of relying on surface-level data, AI can synthesize multiple sources to provide a more accurate picture of company fit, saving countless hours of manual research while delivering more reliable results.

## Define your AI-powered outbound strategy

# Defining the right campaigns (or plays)

Once you've identified your successful patterns, you have a clear view of your **Total Addressable Market (TAM)** - all accounts that could potentially become customers. The next challenge is prioritizing this TAM effectively for outbound efforts.



## 1 Intent-based segmentation

Within your Total Addressable Market (TAM), the highest priority prospects are those showing relevant intent signals - specific events or behaviors indicating they might be particularly receptive to your solution right now.



Think of intent signals as digital hand-raising. When prospects do certain things online, they're giving us hints they could be interested in your offering.

### Using Snowflake as an example, key intent signals include:

- Hiring their first Data Engineer/Analytics Engineer
- Publishing job posts mentioning "data lake" or "data mesh"
- Reaching scale limitations with their current PostgreSQL setup
- Recently raising a Series B/C (indicating growth and data complexity)
- Opening new international offices (data residency challenges)

Remember that creative intent signals can be powerful, but ROI must remain the focus to avoid chasing "gadget" signals.

# Define your AI-powered outbound strategy

## Creative Intent Signal Example

A customer support software company for e-commerce monitored US weather warnings for potential delivery disruptions. They would contact support teams ahead of predicted snow storms, highlighting how their tool could help manage incoming support spikes.

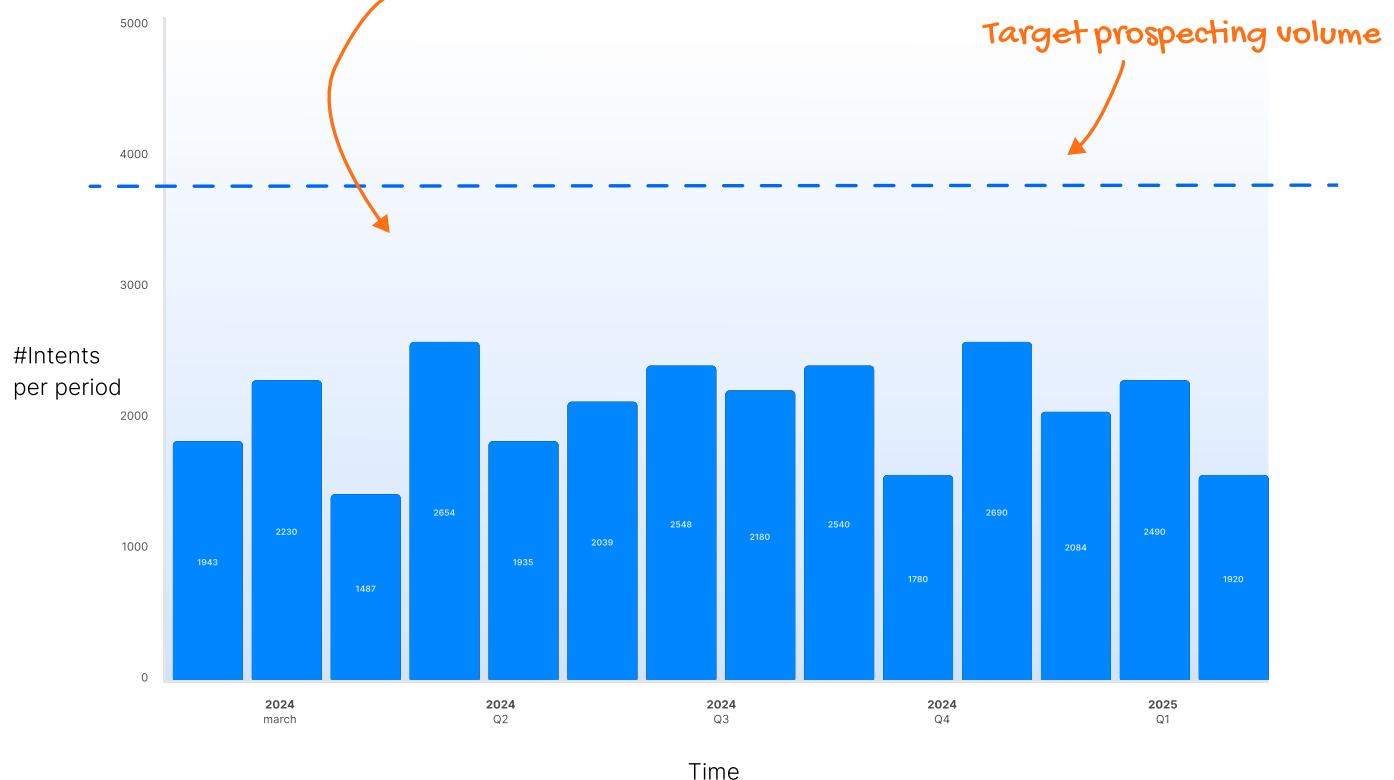
## Common Intent Signals Across Industries:

- G2 and software review activity
- Unconverted website visitors
- Job posting (Understanding recruitment objectives)
- LinkedIn engagement with relevant content (Following pages/influencers, engagement with posts)
- Recent fundraising rounds
- CRM signals (lost opportunities to competition >6 months, lead changed company)
- Marketing engagement (guide downloads, newsletter signups, community joins)
- Company news (M&A, Layoffs)



Because you don't control how many events happen daily, relying solely on intent signals won't generate sufficient volume to meet your outreach targets. This leads to your next tier of prioritization.

You will need to fill this with non-intent leads



# Define your AI-powered outbound strategy

## Implementation Framework @AlanRuchtein



### Step-by-step implementation

#### 1. Identify high-intent signals:

- Look for intent triggers like job postings (hiring new roles relevant to your solution), recent funding rounds, or engagement with competitor content.

#### 2. Categorize leads based on signal strength:

- High Intent: Actively searching for a solution (e.g., G2 reviews, inbound demo request).
- Medium Intent: Indirect signals (e.g., job posting related to your solution, funding announcement).
- Low Intent: Engaged with content but no clear buying signals.

#### 3. Tailor messaging to intent level:

- High Intent: "I saw your team is hiring for a Data Engineer. Many of our customers onboard at this stage to streamline data workflows. Would love to share insights."
- Medium Intent: "Congrats on the Series B funding! Many scaling companies in [Industry] optimize X at this stage. Open to a quick chat?"
- Low Intent: Continue nurturing with value-driven content (case studies, insights).

 Instead of saying "I saw you raised funding!" (which states the intent), tie it to a pain they will likely experience due to that event. This approach makes the outreach immediately relevant and problem-focused.

### Example of Weak vs. Strong Outreach

#### Weak Outreach

"Hey [Name], I saw your company just raised a Series B! Congrats! Many companies in your stage start looking for better sales automation. Would you be open to a quick chat?"

#### Issue :

The message focuses on the funding event (intent) rather than the challenges that come with it.

# Define your AI-powered outbound strategy

## Implementation Framework @AlanRuchtein



### Strong Outreach

"Hey [Name], I saw [Company] recently raised a Series B—congrats! With new funding, many sales teams I work with hit a scaling challenge: their outbound motion starts breaking as they grow. SDRs waste time on low-quality leads, and conversion rates drop.

I put together a quick playbook on how teams at [Relevant Company] fixed this—worth a look?"

#### Why It Works :

- It links the funding event to a pain they are likely experiencing or about to experience.
- It provides social proof (other funded companies facing the same issue).
- It offers a next step (a resource, not a hard sell).
- Use AI to track real-time signals and alert sales reps
  - Set up AI-powered alerts to notify SDRs when a target company shows an intent signal.

#### Results ?

You reach prospects at the right time, increasing conversion rates.

## 2 Segment-Based Prioritization

For prospects without clear intent signals, prioritization should be based on how closely they match your most successful use cases.

Snowflake's approach demonstrates this well:

### Segment 1: Media & Advertising

Media and advertising companies deal with complex data formats (e.g., JSON, XML) from campaigns and social feeds, leading to high engineering costs and siloed data. Snowflake's schema-on-read and elastic compute simplify data ingestion and speed up queries, giving real-time insights that help optimize ad spend and campaign performance.

### Segment 2: Gaming

Gaming companies generate massive, fast-paced telemetry and event data that demand real-time processing and scalable infrastructure. Traditional systems often lag in performance and scaling during peaks. Snowflake's cloud-native architecture delivers near real-time analytics and auto-scaling, ensuring smooth, personalized gaming experiences and timely insights.

# Define your AI-powered outbound strategy

## How they leverage this segmentation:

- Specific customer stories / Namedropping
- Specific use cases to share
- Specific pain points
- Specific jargon language

The key to successful outbound lies in this dynamic prioritization system: intent signals identify your highest-probability opportunities across any segment, while strong segment-based targeting ensures consistent volume with proven use cases.

# Define your AI-powered outbound strategy

## Defining your prospecting strategy

### 1 Who to contact in a company ?

The core question isn't just "who should we contact?" but rather "how should we orchestrate our outreach?" This guides down the key strategic considerations for effective targeting and messaging.

#### How many people should you contact for each account ?

Company Size	Recommended Contacts	Rationale
SMB	1-2 key decision makers	Short sales cycle, direct decision making
Mid-market	2-4 stakeholders	Balance between speed and stakeholder buy-in
Enterprise	5+ across departments	Complex buying process, multiple influencers

#### Key Considerations:

- Higher ACVs justify broader outreach
- Account for your bandwidth - each contact needs maintenance
- Consider your solution's complexity and implementation scope

#### Who should I prioritize first ?

Bottom-up	Top-down
<ul style="list-style-type: none"><li>• Start with end-user</li><li>• Build grass-root support</li><li>• Leverage internal champions</li></ul> <p>Use case : technical product with stronger usage value</p>	<ul style="list-style-type: none"><li>• Begin with executive leadership</li><li>• Focus on strategic value</li><li>• Cascade down through organization</li></ul> <p>Use case : Strategic solution with high-level impact</p>



Choose your approach based on your most successful past deals' patterns

# Define your AI-powered outbound strategy

## ❖ Do it with AI!

### Pro-tips with Topo

AI can optimize lead prioritization by analyzing multiple organizational and contextual factors:

- Organizational hierarchy and reporting structures
- Role seniority and sphere of influence
- Tenure and company trajectory
- Campaign context and timing alignment

This multi-dimensional analysis enables precise targeting sequencing, ensuring outreach begins with the most strategically positioned contacts for your specific use case.

## 2 The right way to do messaging in outbound

### Persona-Driven Messaging Framework

Persona	Primary Focus	Key Message Elements
Technical Buyers	Implementation & Integration	<ul style="list-style-type: none"><li>• Technical specifications</li><li>• Integration requirements</li><li>• Security considerations</li></ul>
Business Buyers	ROI & Strategy	<ul style="list-style-type: none"><li>• Business impact</li><li>• Cost savings</li><li>• Strategic advantages</li></ul>
End Users	Daily Usage & Benefits	<ul style="list-style-type: none"><li>• Efficiency gains</li><li>• Feature benefits</li><li>• Workflow improvements</li></ul>

### The Three-Layer Messaging Approach

Effective outbound messaging operates on three distinct layers, each serving a specific purpose in the conversion journey.

# Define your AI-powered outbound strategy

## The Cold Email Framework That Gets Replies @HarisHalkic



Make your emails stand out and increase response rates with this method.

### 1 Nail the Subject Line & Preview Text

Your email gets ignored or opened based on these two things.

#### Use what actually works:

- ✓ Keep it short → 1-4 words work best
- ✓ Make it look internal → Avoid “salesy” or overly formal phrasing
- ✓ Create curiosity → Hint at relevance without revealing too much
- ✓ Match their world → Use language that feels like something they’d see in their inbox

#### Subject Lines Examples

- |  |                              |
|--|------------------------------|
| • bottleneck                           | • How are you handling this? |
| • user growth                          | • what's holding this up?    |
| • team challenges                      | • hiring needs               |
| • Next steps for [specific initiative] | • sales alignment            |
|  | • Big picture                |

#### Preview Line Strategy

Your first sentence appears before they open—it has to be relevant, not generic.

- ✗ Hope you’re doing well...
- ✓ Noticed your team just expanded—bet ramp time is top of mind.
- ✓ Saw your LinkedIn post on scaling—curious how you’re tackling it.
- ✓ Your competitor just changed how they [process]—wondering if you’re seeing the same challenges.

### 2 Start with an Observation

Your opening line should prove you’ve done your research and are relevant to the recipient.

- ✗ “I wanted to introduce myself...”
- ✓ “Josh, saw you just expanded your SDR team.”

# Define your AI-powered outbound strategy

## The Cold Email Framework That Gets Replies @HarisHalkic



The best openers show the recipient why the email is worth their time.

A strong opener :

- ➡ References a recent company event, leadership change, product launch, or initiative
- ➡ Mentions a shared connection, group, or interest
- ➡ Calls out a specific metric or trend related to their business

### 3 Add a Pain-Point Hypothesis

Show that you understand their challenges before offering a solution.

- ✓ "Bet onboarding and ramping new hires quickly is a priority?"
- ✓ "Noticed your team is scaling fast—keeping quality high must be tough."
- ➡ It creates relevance by focusing on something they care about
- ➡ It sparks curiosity, leading them to read further
- ➡ It positions you as someone who understands their reality

### 4 Share a Short Success Story

Social proof builds credibility and makes your solution feel less like a sales pitch.

- ✓ "Acme's team used our power dialer and reduced ramp time by 42%."
- ✓ "ACME's VP of Sales replaced cold calls with video outreach and saw 3x higher response"

Make your success story more compelling.

- ✓ Keep it 1-2 sentences max
- ✓ Use specific numbers (e.g., "42% faster ramp time" instead of "significantly faster")
- ✓ Make it relatable (highlight a company similar to theirs)

### 5 End with an Easy Next Step

Most cold emails fail at the close by making the next step too complicated or aggressive.

- ✓ "Worth a quick chat to see if this fits?"
- ✓ "Open to a 2-minute breakdown?"

# Define your AI-powered outbound strategy

## The Cold Email Framework That Gets Replies @HarisHalkic



- ✓ Avoid calendar links in the first email (too pushy)
- ✓ Offer an easy response (yes/no questions perform better than open-ended ones)
- ✓ Provide an alternative (e.g., "Would a quick call or a short email summary work better for you?")

## 6 Follow Up Consistently

80% of meetings happen after 5+ touches, yet most reps give up after one or two emails.

- ✓ Send at least 5-7 follow-ups over a 2-3 week period
- ✓ Vary your messaging (different angles, value points, formats)
- ✓ Add social proof, industry insights, or competitor moves in later emails
- ✓ Use multiple channels (LinkedIn, calls, email) to increase engagement

## 7 Example Cold Emails

### ***Subject: reporting consistency***

Jim, noticed your team is using HubSpot + Salesforce—curious if reporting consistency is a challenge?

Most RevOps teams spend hours fixing CRM errors before exec meetings, leading to inaccurate forecasts.

Zapier automated this process, reduced errors by 35%, and saved their sales ops team 20+ hours per month—without changing any core systems.

Would it be helpful to see how they set it up?

Best,

Haris

# Define your AI-powered outbound strategy

## The Cold Email Framework That Gets Replies @HarisHalkic



### **Subject: field technicians**

Hello John,

On average, a missing field technician is costing a company €130,000 in revenue per year.

If the hiring process for 10 technicians is delayed by just one month, that's a loss of €110,000.

Our solution shortens the hiring process by 50 days through our talent pool of certified electricians.

Does that sound interesting?

Best,

Haris

## ❖ Do it with AI!

### Pro-tips with Topo

The rise of AI writing tools has led many down a dangerous path: believing that hyper-personalization is the key to outbound success. This often results in:

- Unnecessarily long emails
- Forced personal connections ("I see you studied chemistry...")
- Time wasted on research for irrelevant details

The reality? Our testing shows that success comes from reaching the right person at the right time with a clear value proposition. AI should help you scale effective messaging across personas, not compensate for poor targeting. A simple, relevant message to the right person will always outperform a perfectly crafted email to the wrong one.

## Recapitulative schema

TAM exploration workflow

1. Find companies in your TAM

2. Assess qualification criteria to narrow your list

Do it with AI!

3. Aggregate intent signals data on your companies' list

Do it with AI!

4. Split companies into relevant account segments

Do it with AI!

Lead engagement workflow

1. Find relevant leads inside companies

Do it with AI!

2. Craft messaging contextually to the account segment

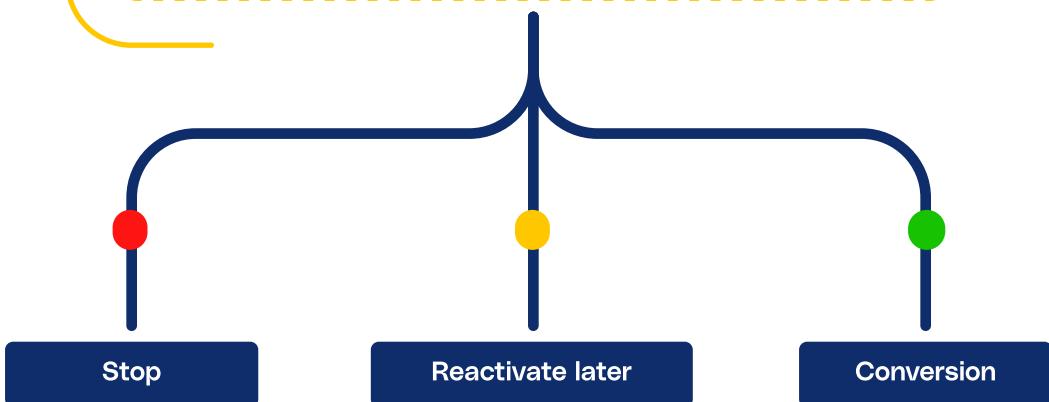
Do it with AI!

3. Contact the leads on multichannel

LinkedIn

Email

Call





# Looking for a plug & play solution?

## Sophisticated outbound, Radically simple

Our Verticalized Agents—tailored to your specific industry—deliver intelligent, high-quality outreach without the complexity. Unlike first-generation AI SDRs that indiscriminately flood your TAM, Topo's agents blend advanced technology with human expertise to make effective outbound effortless.

We understand that outbound can feel like navigating a maze of tools, data sources, and guesswork. But it doesn't have to.

Thanks to our verticalized approach, we build AI SDRs with deep knowledge of your specific use cases—ensuring they access the right data sources, apply proper qualification criteria, and generate genuinely high-quality leads.

### How it works?

- 1. Training:** Each agent is tailored to your business use case — based on a strategy session outcome and knowledge content of your company.
- 2. Campaign Setup:** Create contextual outreach campaigns for each segment or intents, filtered on your ideal customer profile.
- 3. AI Agent Deployment:** Our AI qualifies prospects, makes account research and executes multi-channel outreach—delivering high-quality leads without complexity.
- 4. Continuous Optimization:** Analyze performance data and adapt campaigns—implementing new strategies for consistently improving results.

[Book a demo](#)