

8 sales experts share

# **PROVEN ENGAGEMENT TACTICS THAT GROW PIPELINE**



# A vast majority of sales emails — 96% — never get a reply.

Gong's The State of Sales  
Engagement report

If you want to beat that dismal sales engagement stat and hit your quota, you need more than luck. You need proven tactics that drive results now. Falling short on engagement means falling short on revenue, and in a competitive market, there's no time to waste. That's why we asked eight revenue leaders and quota-defying AEs — who know what it takes to consistently beat the odds — to share the secrets of their success.

Inside this guide, you'll find their top sales engagement tactics for overcoming the toughest challenges facing teams:

- Getting messaging to stick with prospects from all industries
- Streamlining outreach workflows
- Personalizing outreach quickly, at scale, with AI

If you want pointers on driving consistent growth in a hyper-competitive environment and avoiding spray-and-pray tactics that don't get meetings booked or hurt reply and conversion rates, you're in the right place. Use these tactics to generate robust pipeline that actually converts.

## EXPERT #1



### Daniel Disney ↗

Founder, Owner & CEO / [The Daily Sales](#)

“In the hyper-competitive world of sales, it’s never been more important to stand out. Whether it’s through your personal brand on LinkedIn, going deep on personalization, or getting creative, anything you do to get ahead is more valuable than ever.”

If anyone knows the incredible impact that a solid, credible, and polished personal brand on LinkedIn can have, it’s Daniel. A known entity in the sales space himself, Daniel points out that this approach works brilliantly for reps too: “It’s a very powerful way to stand out against the competition because 99% of reps don’t do it.”

When it comes to streamlining or improving outreach, he again recommends that sellers turn to technology. “Use AI to research your prospects, their company, and their industry, then use gen AI to draft emails — but personalize them based on your research.”

He knows AI plays a role in helping reps segment across industries too. “Create templates for each industry and persona, then personalize each message as much as possible, with help from AI.”

**“I have pre-saved templates in our Gong Chrome Extension that help me email faster. I also use Engage to send follow-ups faster and better.”**

-Lucas Michaels, Enterprise Account Manager, Docebo Inc.

Content creation can also play a huge role in reconnecting reps with contacts that go dark. After connecting with them and sending a message on LinkedIn, Daniel recommends engaging with their recent LinkedIn content or their company’s content, and as a final resort, sending a personalized video message. “If they don’t respond, try others inside their company or create a piece of content that highlights a significant result you achieved for a customer recently.”

## EXPERT #2



## Jason Bay ↗

Founder & CEO / Outbound Squad

“AI is an extra set of hands, not an extra brain... yet. Use it for final touches — and take action with relevance and empathy.”

Jason Bay lives and breathes outbound, and knows that standard meeting requests don't fly these days.

His advice? “Upgrade your meeting request with an add-on (a free analysis, new content) that you deliver during your meeting. Show up with ideas the prospect can use right away.”

And when a deal is \$30,000+, “Go for hyper-segmentation. Always tailor by persona, as different industries have very different needs, expectations, and interests.”

Even if the prospect goes dark, your follow-up should still deliver clear value specific to the person on the other end. “Point back to what's important,” he notes, offering his go-to email template for this situation:

*“Hey, sounds like things might have changed since we talked. It's fine if that's the case. Last time, you said X/Y/Z priority was important to you. Has that changed, or did you find another solution?”*

Plus, always multi-thread – and do so early on.

**“Gong's AI has changed our approach to sales engagement. We now have actionable insights that we can leverage. We don't need to add CRM notes — you can just ask AI to give you a summary. Everything is at our fingertips.”**

-Naya Tsoukala, Head of Revenue Operations, Frontify

## EXPERT #3



## Nick Cegelski ↗

Founder / 30 Minutes to President's Club

“Most sales emails fail because of indigestion (contains too much ‘value’) rather than starvation (doesn’t contain enough).”

Nick is known for concrete sales tips that help reps engage more successfully, like this one: “Most sales emails should follow the 3x3 rule: 3 bodies of text (problem, solution, CTA) — comprised of no longer than three lines each (when viewed on your phone).”

It’s an approach that works well, especially when done as part of Nick’s larger strategy of “using the ‘triple play’ of combining an email, cold call, and LinkedIn touch to ‘spike’ on your prospect’s radar.”

*PS: If you or your team shy away from calls, it’s time for [Cold Calling Sucks \(And That’s Why It Works\)](#) or [The hidden power of cold calling](#). Both are collaborations between Gong and 30 Minutes to President’s Club, and they’ll get you on track with calls that move deals forward.*

If they go dark after initial meeting, Nick says, “Don’t hide behind endless follow-up emails...call them!” Other recommendations from Nick include sending a gift or letter to their office and engaging with their social content. “In some circumstances, you can even send a proactive calendar invite. But use this one sparingly, as it’s assertive.” If you’ve received 0 communication from your prospect in 30 days, you have your answer! Move on to other deals.

## EXPERT #4



## Alexine Mudawar ↗

CEO / Women in Sales

“Use a novel subject line with three random words; two related to your prospect and one related to what you sell.”

Alexine has plenty of proven tactics backing her success. For starters, she's a big fan of using this multi-channel, multi-touch approach to sales engagement:

- Step 1: Call the prospect. Open their LinkedIn profile and in settings, allow them to see that you viewed their profile.
- Step 2: Send a voicemail referencing the email you're about to send.
- Step 3: Send an email referencing the voicemail you just left.

She also recommends finding ways to maximize success and minimize headache by leveraging AI. AI can help with finding extra, eye-catching details to include in your messaging. “Search 10ks, investor news, and promotion announcements using AI. It helps eliminate as many non-revenue generating activities as possible... but remember, people buy from people, not automation.”

AI is also helpful for when a prospect goes dark. You can leverage AI to see which resources they visited most often, and recapture interest referencing those resources. Otherwise, she recommends the following template:

*“Hey X, we've been communicating on a weekly basis and it's been a few weeks since we last connected. Have priorities shifted on your end?”*

Then, she says to get them on the phone or use meaningful dates (theirs, not yours!) that you uncovered in discovery to reignite the deal.

## EXPERT #5



### Kyle Willis ↗

Enterprise AE / [Gong](#)

“Don’t let the stress of your job change who you are. We’re all weird in our own special way. Keep it weird, put in the reps, and enjoy the ride.”

Kyle Willis is one of our own, and we’re always learning from him. That includes taking on his simple but classic reminder: be yourself. “Don’t try to be someone else. Tactically, learn what works for others, then use your own voice, language, creativity, and ideas throughout the sales process.”

Use that authenticity to also see the person on the other end of your communications – take the time to get to know who you’re talking to. As Kyle puts it: “Be able to answer yes to three questions before you tailor your outreach:

- Do I have the business acumen to craft a narrative and POV that lands?
- Will my message create urgency?
- Is it easy to understand our next steps?

Kyle also makes the most of AI technology to help him move fast and stand out. “Whether I’m crafting an executive brief, aligning stakeholders, or quickly getting up to speed on a new account, I turn to [Gong’s Ask Anything feature](#) to answer questions accurately while giving me back time in my day.”

That creativity is extra important when a contact goes dark. If you get ghosted, Kyle recommends: make a call, then use LinkedIn InMail, then multi-thread to turn things around.

**Sales reps currently spend a significant 21% of their workday writing emails (Hunter).**

*PS: Want to learn how the revenue teams at Pitchbook used Gong’s AI to increase sales productivity by 10x? [Check out their story.](#)*

## EXPERT #6



## Lauren Bailey ↗

Founder / [Factor 8 & #GirlsClub](#)

“If your outreach doesn’t answer ‘SWIIFT - so what’s in it for them (the customer),’ you’re doing it wrong!”

Lauren is an advocate for staying true to yourself — and keeping things fun — to stand out in your outreach. She says reps should lean into whatever feels natural, whether that’s “using emojis, casual language, fun videos, jokes, and ‘we’re already friends’ language.”

She also focuses her team on creating SWIIFT (So What’s In It For Them) messaging, including a compliment, a short question, a common situation, or a valuable stat to engage the prospect. “If you can get a prospect to reply, speak, or participate before you pitch,” Lauren says, “You’re on the right path.”

No stranger to AI, Lauren also encourages reps to use the tech to create better outreach. “Use it to generate first drafts, then personalize them.”

**BlueGrace’s reps got an 88% lift in reply rates using Gong Engage**

[Read their story](#)

That suggestion will take you far, especially if you pair it with her advice to “Have three questions, three value nuggets, and one case study or story ready to go for each industry you sell into.” That way you can move quickly while personalizing outreach at scale.

Her final recommendation is to “Keep trying. If a contact goes stealth, persist at least five times, using AI to draft messaging you can tailor.” Reach out via LinkedIn, phone, and text, or “Give the prospect an action item so you remain top of mind between calls!”



## EXPERT #7



### David Dulany ↗

Founder & CEO / Tenbound

“AI helps remove the drudgery and repetitive tasks we all hate, but it takes a human to connect the dots, add context, and build relationships that get deals done.”

David’s schedule is a testament to the power of using events to close more deals. He and his team schedule them strategically throughout the year, and he recommends you do the same.

“Invite your prospects to every event, whether you’re hosting them virtually or live. Engage with prospects at the event and always follow up.”

He recommends using AI to keep those follow-ups manageable.

“Use it to review and synthesize mountains of data into useful talking points and questions for calls in just minutes,” says David. “You can also use AI to clarify an account’s priorities by having it review quarterly and annual reports, while it searches for challenges and trends.”

It’s a great way to gather information for tailoring outreach across personas and industries, particularly during the research phase. David says “AI is a smart addition whenever you’re crafting strategy and messaging for a specific persona, as it allows you to hit the ground running.”

**A shocking 80% of sellers only use sales engagement tools to schedule initial meetings**

—State of Sales Productivity, 2024

## EXPERT #8



### Laurie Page ↗

VP of Sales Strategy | Partner / [The Bridge Group](#)

“Our top reps use AI to cut down on admin and complete key tasks in one minute instead of 20.”

Leading sales strategy at the Bridge Group means Laurie Page knows how to break through the noise with prospects — and how to do it quickly.

Her solution for standing out is “a highly personalized email or video message. It works wonders! Always include the benefits of a potential conversation and the information that led you to that conclusion.”

And she knows you can create more space for personalization by using AI to streamline time-intensive activities. She recommends using AI to:

- **Uncover relevant information:** Create resonant messaging by understanding what impacts the prospect right now.
- **Enable faster, cleaner, and more complete CRM updates:** Let AI solutions capture important information and write it back to the CRM. Leverage call summaries and use the details to customize demos, create proposals, or engage the account.
- **Send recap emails:** Use AI to create conversation recaps and mutual action plans (MAPs) to add professional polish and control to the sales process.
- **Accelerate research:** Use AI to quickly learn what a prospect’s company does, summarize press releases, and clarify how the contact/company would benefit from your solution.

These steps are also essential to making meaningful connections across segments. Laurie recommends building “campaigns or plays that are specific to each segment using design templates. Focus on trends in each segment — language they use, challenges they face — and reference other customers in that industry.”

**Top performers are 2x more likely to use AI to automate data entry** —State of Sales Productivity, 2024

# Drive consistent growth with AI-powered engagement

A shocking 88% of sales leaders are unhappy with their current engagement tools ([Gong Labs](#)), but who can blame them? When 99% of customer data isn't captured in the CRM, it's nearly impossible for reps to engage with customers effectively — they don't have the insights or context they need, and have little direction on the next best actions to take. Nevermind the fact that they can't personalize at scale...

You can't settle for this broken status quo — not when sales engagement is the linchpin in your revenue org. Instead, put any of our experts' advice to the test. They've shown us that prospecting is rooted in authenticity, ingenuity, and relevancy. And it's at its best when it's backed by technology that enables those characteristics in sales engagement, both for teams and individuals.

[Gong Engage](#) is the key to unlocking this quality engagement at scale for today's sales teams. As part of [Gong's Revenue AI platform](#), Engage can help you create, manage, and convert pipeline more effectively. Nothing will boost productivity and efficiency across your sales cycles like AI.

Gong Engage goes beyond bolted-on, cobbled-together solutions. It's an AI-driven, full-cycle sales engagement solution that provides the complete context of every deal, account, and contact in your pipeline and enables smooth workflows across your sales process.



**Want to use an expert-level engagement solution?  
Book a demo.**