



Building Your Prospecting Strategy

A grayscale photograph of a person from the chest up, wearing a light-colored, textured sweater. They are looking down at a smartphone held in their hands. A large, bright blue diamond shape is superimposed over the center of the image, partially obscuring the person's face and the phone. Inside the diamond, the text "Where do I go from here?" is written in white, sans-serif font.

Where do I go from
here?



Tier Your Accounts!

A grayscale photograph of a hand writing on a chalkboard. The hand is positioned on the right side of the frame, holding a piece of chalk. The chalkboard has some faint, handwritten text visible, including the word 'Know' and some numbers. Overlaid on the center of the image is the text 'Build Your A, B, & C Account Strategy' in a bold, sans-serif font.

Build Your A, B, & C Account Strategy



Tier A Strategy

Do your homework and follow them religiously:

- Follow company and senior leaders on social media
- Create Google Alerts
- Subscribe to their blogs

Very personalized outreach:

- Highly personalized and timely emails
- Pick up the phone
- Get creative: send a package of swag, find a mutual connection, etc.
- Meet in person if you can

Reach out to a lot of different people:

- Senior Leadership & Department heads
- Lower-level folks to do recon



Tier B & C Strategy

Tier B Strategy:

- Efficient personalized emails
- Some phone calling
- Mass emails with automated personalization
- Focus on Senior Leaders & some lower-level folks

Tier C Strategy:

- Mass emails with automated personalization
- Mass emails with no personalization
- Only reach-out to Senior Leaders & Department Heads



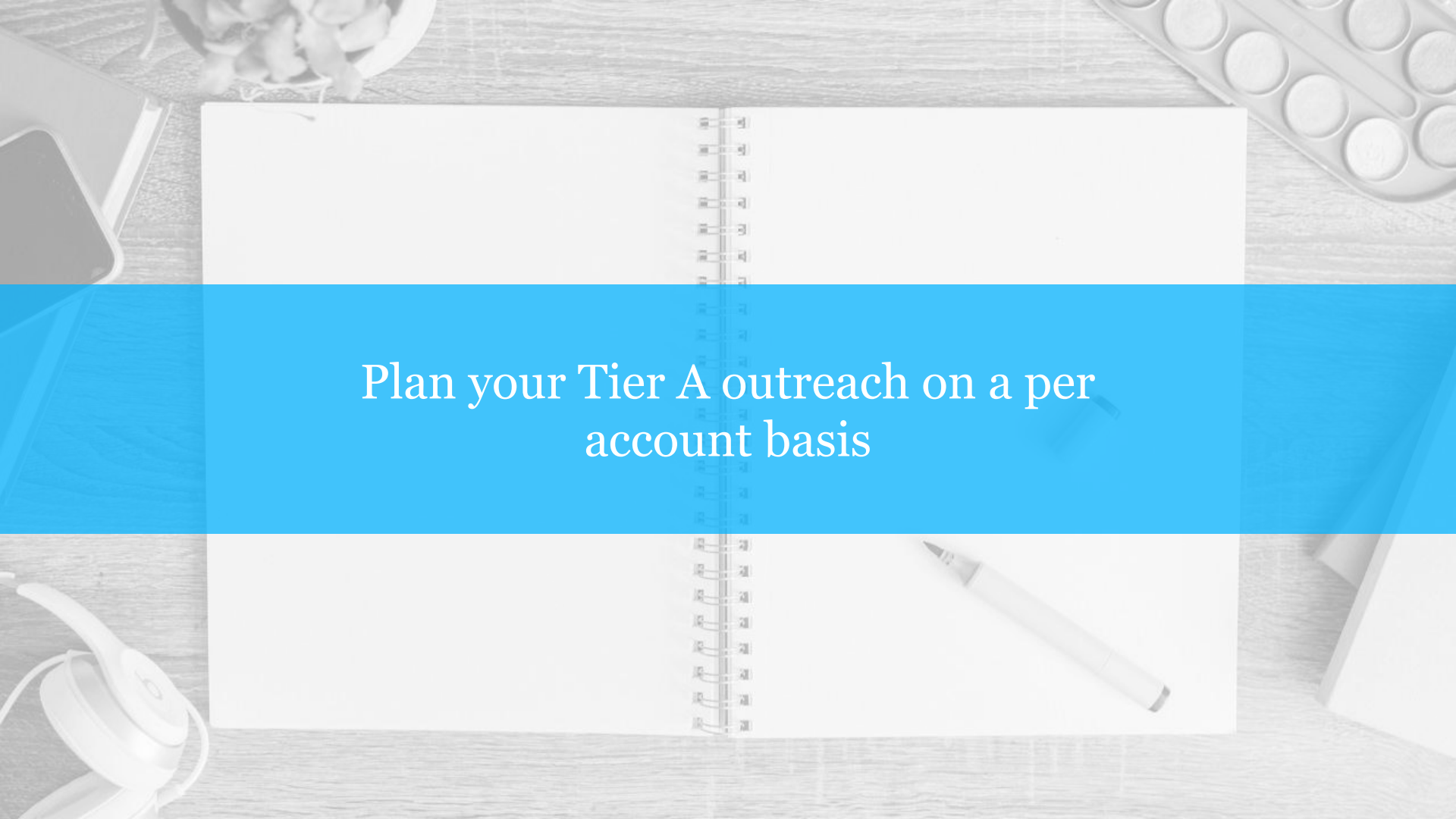
Design Campaigns for Each Tier

Tier B Campaign Example:

Touch	Day	Day of Week	Time	Type	Message
1	1	Monday	6:00 AM	email	cold email 1
2	3	Wednesday	6:00 AM	email	follow-up cold email 1
3	5	Friday	4:00 PM	phone	voicemail 1
4	5	Friday	4:15 PM	email	voicemail follow-up
5	7	Sunday	3:00 PM	email	follow-up cold email 2
6	9	Tuesday	9:00 AM	phone	voicemail 2
7	9	Tuesday	9:15 AM	email	voicemail follow-up
8	12	Friday	10:00 AM	email	break-up email

Tier C Campaign Example:

Touch	Day	Day of Week	Time	Type	Message
1	1	Monday	6:00 AM	mass email	mass email 1
2	3	Wednesday	6:00 AM	mass email	follow-up mass email 1
3	5	Friday	4:00 PM	mass email	follow-up mass email 2
4	7	Sunday	4:15 PM	mass email	follow-up mass email 3
5	10	Wednesday	3:00 PM	mass email	follow-up mass email 4
6	14	Sunday	9:00 AM	mass email	follow-up mass email 5
7	19	Thursday	9:15 AM	mass email	follow-up mass email 6
8	25	Wednesday	10:00 AM	mass email	mass break-up email

A top-down view of a wooden desk. In the center is a spiral-bound notebook with two blank white pages. A silver pen lies on the bottom page. To the top right is a paint palette with several wells of paint. To the top left is a small bowl containing fruit. In the bottom left corner, a white headset is visible. A large blue rectangular overlay is positioned horizontally across the middle of the notebook, containing white text.

Plan your Tier A outreach on a per
account basis

A grayscale photograph of a desk setup. In the top left, a small potted plant is visible. Next to it is a dark, textured rectangular object with a white crosshair. To the right, a pair of black-rimmed glasses lies on the surface. In the bottom left, a dark smartphone is positioned vertically. In the center, two light-colored envelopes are stacked, with a white notepad on top. A hand, wearing a wristwatch with a white face and black leather strap, is holding a pen and writing on the notepad. The text "Write All Email Copy" is overlaid in the center of the image.

Write All Email Copy



Build Your Lead Lists

A grayscale photograph of a hand writing on a chalkboard. The hand is positioned on the right side of the frame, holding a piece of chalk. The chalkboard has some faint, handwritten text, including the word 'Know' and some numbers. Overlaid on the center of the image is the text 'Build And Launch Your Campaigns' in a bold, black, sans-serif font.

Build And Launch Your Campaigns

A grayscale photograph of a desk setup. In the top left is a small potted plant. Next to it is a dark rectangular object with a white crosshair. To the right are a pair of glasses. In the bottom left is a smartphone. In the center are two overlapping sheets of paper, one light and one dark. On the right, a hand holds a pen, and a wristwatch is visible. The text "Schedule Meetings" is centered over the papers.

Schedule Meetings



Pulling it all Together:

1. Tier Your Accounts
2. Build A, B, & C account strategy
3. Design campaigns for each tier
4. Write all email copy
5. Build your lead lists
6. Build and launch your campaigns
7. Schedule meetings