OUTBOUND SALES, NO FLUFF

Learn the fundamentals of outbound selling to fill your funnel today. Written by two millennials who have actually sold something this decade.

Updated 1 / 10 / 2021

Additional Resources

OUTBOUND SALES, NO FLUFF

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Introduction

This book is a step-by-step guide for the modern sales professional to build a successful, repeatable outbound sales process built by Reisert Consulting.

We're giving you the framework, knowledge, and skills to fill your pipeline with highly qualified opportunities. It's all practical advice - no cutesy stories, no rants, and no product pitches.

We're writing for the individual sales rep, but the same concepts can also help sales leaders. Whenever we give leadership-specific advice, we'll put it in a box labeled "ATTN: LEADERS." (Psst, sales reps! If you're smart, you'll read these boxes in preparation for a future leadership role.)

We've focused this book exclusively on outbound selling because that's the side of demand generation that lies within the individual sales rep's control.

Sales is an industry full of jargon, so there's a glossary at the end of the book with terms you might not recognize. We've also included an appendix of resources we think you should be aware of, including thought leaders to follow and tools to consider using.

Who are we to write a book about sales? After all, we're "just millennials."

We're two sales professionals who have learned from massive sales success as well as failure. We've opened and closed millions of dollars in sales revenue in the last ten years. Most importantly, we've recognized, documented, and taught the patterns of success to hundreds of sales professionals across the globe.

By the last page you'll have a powerful process for filling your sales pipeline with the kinds of companies and people who truly need what you're selling.

1

Why does everybody hate salespeople?

You've seen salespeople portrayed in movies and television - they're usually awful. Think *Glengarry Glen Ross*, *Wolf of Wall Street*, or even *Groundhog Day* (remember the insurance salesman?).

Fortunately, you only need to know two things to become great at selling without becoming a caricature.

The first lesson of sales is...

> *"Always be closing!"*
>
> *"Coffee's for closers!"*

Nope.

The first lesson is this: **nobody cares about your product.**

> *"Well that's probably true for unknown brands. But we're on the Inc 5000 - of course people care about our product!"*

Wrong. People care about *themselves* and *their problems*.

They don't want you to waste their precious time talking about features and functionality. They don't want to hear about how many awards your product has won. **They want you to solve one of their problems.**

So solve a problem or go away.

Consider this: if a million-dollar watch doesn't tell time any better than a ten-dollar watch, why is there a luxury watch market at all?

A ten-dollar watch solves the problem of needing to know what time it is.

A hundred-dollar watch solves the problem of needing to look stylish at the club.

A million-dollar watch solves the problem of needing to establish dominance in a business meeting.

Each watch solves a *different problem*, even though they all tell time.

In the end, our only job is to identify, engage, and close sales with buyers who are experiencing a problem our product will solve.

PRO TIP: Build a list of the problems your product solves. Use this list to qualify a prospect as early as possible. This will save you tons of time (and heartache).

> If you're new to the product, ask the best sales rep at your company what problems they most commonly solve.
>
> If you're a lone wolf, get permission to call a few of your company's best customers and ask what problem they were trying to solve when they bought.

ATTN: LEADERS

If you leave it up to your sales reps to create a list of the problems your product solves, you're doing it wrong.

Provide them with a list and regularly update it based on their conversations with qualified buyers.

The second lesson of sales is...

If you want to be successful, start by helping others succeed.

Today's buyers have more information than ever before and rarely need a seller to guide them through the darkness. Plus, any product-based advantage you have now will be copied or improved upon in a matter of months by your competition.

> *"So I'll be out of a job soon? I thought you were going to show me how to be successful."*

If you define success as staying in the middle of the pack and contributing only enough to the world to stay employed, you can just skip ahead to the next chapter. Technology will soon replace you, so you don't have time to waste.

But if you define success as leading the pack and growing your career exponentially in the coming years, you need a different attitude.

Your future is about how many people you can help, not worrying about what's in it for you now.

Build a reputation of being "that person" - the one people can count on and utilize as a resource regardless of whether you close a sale with them. That kind of reputation can never be taken from you and will serve as an incredible career foundation.

STOP & Take Action

Look for the assignment marked "Chapter 1" at the end of this book or check out our resources page for helpful links to thought leaders, associations, and tools to help you uplevel your sales game.

2

Stay in your lane!

The Pareto principle states that 80% of our output comes from 20% of our input. This means that the vast majority of the sales you close will come from very few of the companies you engage with. Our goal in this chapter is to help you identify the characteristics of the best companies to target so you waste as little time as possible working deals that won't close.

It's all about staying in your swimlane.

Figure A

Prospects who are too small
----------Your swimlane----------
Prospects who are too big
Prospects in the wrong industry

What's your swimlane? As shown in Figure A, it's a set of criteria you can use to know whether or not a company is an ideal target to focus on. Don't worry, we'll help you figure out how this works.

WARNING

Most people think too broadly here. They want to include everyone who *might* benefit from their product. This is a bad idea and will lead to a lot of wasted effort because companies outside of your swimlane will still take a meeting. They'll still watch a demo. But they will close at a much lower rate than your target buyers, which results in a ton of wasted effort.

For example, "companies with at least $100MM in annual revenue" is probably not a very accurate description of your target market. Your product probably doesn't provide the same degree of benefit to a $100MM mineral mining operation as it does to a $100MM hospital network.

Remember, only 20% of your sales effort is going to create 80% of your sales output. **Don't try to be all things to all companies.**

Here's a list of characteristics that we can use to clearly define our swimlane:

> **Size**: Could include employees, revenue, or locations.

Geography: This is particularly important if you're on a team that divides territories or if your product is only sold in one region.

Industry: Be as specific as is reasonable (manufacturers vs custom car part manufacturers).

Related Technologies: Either technical requirement (must use Technology X) or buying signal (currently uses a competitor).

Budget: Can include earmarked budget or current dollars being spent.

News: This includes any changes or events that indicate desire or ability to purchase.

If you don't know all of these characteristics, that's okay. Look at your current customers and find qualities that the best accounts share, then use those as your guideline. If you don't have customers yet, make an educated guess. Then experiment and adapt as you go.

"That all sounds fine, but I have a few inbound leads who are interested and don't fit my exact profile. I can't turn them away - I need to hit my number!"

Let's not get crazy. Inbound leads are to be worked until disqualified or closed. You just need to ensure that your *outbound* leads are highly targeted. Then you can talk to leadership about finding ways to focus marketing activities on people who fit your swimlane.

WARNING

The more desperate you are to hit quota, the more likely you are to target the wrong prospects. In fact, you shouldn't even call them prospects. They're more like victims. But this effort is ultimately wasted (remember the Pareto principle?). If you stay in your swimlane, the results *will* come.

ATTN: LEADERS

You (not your reps) should define your swimlane and build incentive plans around it.

Failing to stick to your swimlane will result in lower profit margins, greater acquisition and support costs, and a lot of wasted resources.

If a rep finds an opportunity outside your swimlane, determine if it's a one-time fit or a new channel for your team to pursue.

STOP & Take Action

Look for the assignment marked "Chapter 2" at the end of this book or check out our resources page for helpful links to thought leaders, associations, and tools to help you uplevel your sales game.

3

Target companies, sell to people

Now that you know which *companies* you want to target, it's time to identify the *people* at these companies whom you'll need to work with to make a sale happen.

In B2B sales, most buying decisions are subject to multiple opinions, also known as a consensus buying group. Each member of the group has different needs and concerns, most of which will be based on their role in the company. We call the description of each role in the decision-making process a "buyer persona."

For example, a CFO is concerned about profitability and margins, so you'll need to make a financial argument for him to agree to purchase your product. But a CEO is often more concerned with the strategic value of the decision, meaning you'll need to demonstrate how effectively your product will help her accomplish her existing goals.

If you make an argument for why your product will work for the company, but you focus on aspects that have nothing to do with the person you're interacting with, the response is likely to be, "So what?"

A basic buyer persona includes answers to the following:

- What makes this person more money?
- What will get this person fired?
- What makes their job more tolerable?

Here are some other questions that can help you fill in the details around your buyer's needs:

- What is their role or title?
- How is success measured in their role?
- What are they doing throughout the work day/week?
- What tools are they using to perform their job?
- Who do they report to and who reports to them?
- What are their 3 biggest challenges?

As you engage each buyer persona, you need to personalize your pitch to align with what they care about most.

As you write your call scripts and craft your email templates, you need to ask, "**What's in it for my buyer?**" and "**Will this buyer reply, 'So what?'**" Otherwise you risk losing a sale where the product was a great fit for the *company*, but you didn't prove it was a great fit for the *person*.

STOP & Take Action

Look for the assignment marked "Chapter 3" at the end of this book or check out our resources page for helpful links to thought leaders, associations, and tools to help you uplevel your sales game.

4

Where are these people?

Now you know your swimlane, you understand your buyer personas, and you're ready to generate some deals. But nothing happens until you have contact information for your prospective buyers.

You need to build a list.

<u>How do you do that?</u>

> **Lead scraping tools:** Software exists that allows you to pull contact information from websites and other online sources. These products often come with a free trial.
>
> **Databases & list vendors:** Online directories with contact information and other useful data can supplement current prospect lists. You can also purchase a brand new, highly targeted list.
>
> **Networks & associations:** Buyers can often be identified through social networks like LinkedIn, Twitter, and Angel.co based on their pro-

file and activity. Some professional associations will sell member contact data as well.

In-person events: Events, both paid and free, can be a great way to find leads. The more specific the event is to your offering, the more likely you are to meet qualified buyers.

How do you pick the right data source?

First, you need to consider the size of your market. Are there a million companies you can sell to or a hundred? A large database is great for someone with a large market, while a lead scraping tool is generally most cost-effective for a smaller market.

Second, you need to confirm that the data source actually has the target audience you are trying to sell to. LinkedIn isn't full of K-12 Administrators and the Consumer Electronics show in Las Vegas isn't the best trade show for a food and beverage company.

Third, you have to consider your timeline. If the next big industry trade show is two months away, but you're struggling to fill your funnel *this month*, that event won't help you.

Finally, you need to know your budget. If you don't have any authority to purchase or suggest new tools, you'll need to stick with free resources or decide what you can afford to pay for yourself. If a particular approach is working for you, though, you should share it with leadership.

ATTN: LEADERS

A sales leader's job should be to remove the roadblocks preventing sales.

Building leads lists is not a high-value activity for a professional salesperson. Having an insufficient list of prospects is a major roadblock for reps. If you leave this work up to your reps, you shouldn't be surprised when they struggle to hit their numbers.

STOP & Take Action

Look for the assignment marked "Chapter 4" at the end of this book or check out our resources page for helpful links to thought leaders, associations, and tools to help you uplevel your sales game.

5

If cold calling is dead, I quit

As a modern sales professional, you want to leverage any edge you can get to capture your prospect's attention and stand out from the noise.

We've already talked about some of what this takes, but here's an easy formula to remember:

Targeted audience
+
Personalized messaging
+
Right timing
+
Communication in the correct channel

The final component of this formula has been vexing sales leaders for the last several years.

If you believe everything you read online, then cold calling is dead, email is dead, social selling is dead, and pretty soon the only way to sell anything is going to be through bots.

So forget everything you've read.

Let's focus on some eternal truths about sales communication:

TRUTH #1 - *All* communication channels are useful with *some* prospects *some* of the time.

> It's useless to try and make an argument against cold calling or any other communication channel because there are companies all over the world using each of these channels to make money every single day.
>
> People who claim one of these channels is dead are usually trying to sell you something (like sales training). The rest of these haters just aren't good at whatever technique they're railing against. If we sucked at cold calling, we'd be a lot less likely to make cold calls, too!

TRUTH #2 - No prospect ever sits at their desk waiting for you to contact them.

> **Fact:** Businesses don't put in phone lines so their employees can be cold called.
>
> **Fact:** Professionals don't use email in the hopes they'll be cold emailed.
>
> **Fact:** People don't log into their social media accounts hoping to get pitched.

TRUTH #3 - Despite Truth #2, outbound sales can be incredibly effective.

> Yes, outbound selling requires an intrusion of some sort. But if your intrusion leads to solving a problem, all is forgiven.
>
> If you're smart with your targeting and clear with your messaging, you'll have a really good shot at helping people, instead of pestering people.

Now that you can stop worrying about which channels are "dead," it's time to figure out which channel to use for prospecting.

Phone? Email? Social? All of the above?

It turns out that **no single answer applies to all situations**, no matter how hard someone tries to convince you otherwise.

The truth is…

> Some people don't answer their phone unless they recognize the number.
> Some people don't read emails from people they don't know. Some people won't respond to strangers on social media.

Your goal should be to truly understand your buyer. Then you can build your long-term prospecting strategy to align with their daily activities.

The fastest way to learn this information is to ask someone who successfully sells to the same target buyers. If you don't have access to someone to ask, you're left to take an educated guess and try each strategy for long enough to get statistically relevant data.

WARNING

It's tempting to reject activities that are difficult. But "difficult" is not the same as "ineffective." If you don't know how to compose a good email, it doesn't mean that using email is suddenly worthless.

What follows is a *basic primer* on sales communication.

There are a dozen books that could be written (and have been) on each channel, but this should serve as a sufficient springboard for any ambitious sales professional. Additional resources are suggested in the appendix at the end of this book.

<u>What should a cold call sound like?*</u>

Reach prospect:

Hi, is [First Name] in?

Introduction:**

Hi [First Name], this is [Name] at [Company], how are you doing?

Permission:

I called to see if what we do for [Problem] can benefit your team. Did I catch you with two minutes?

Value proposition:

We help [Buyer persona] who [Problem] by [Solution]. In fact, [Customer success story].

Question + leading statement:

I've seen a lot of [Buyer persona] who are dealing with [specific facet of problem]. How are you addressing that today?

Qualify for interest + fit:

[This is the part you cannot script - you have to know what makes a qualified buyer and really listen to their answers.]

Ask for the appointment:

Well, you've been kind to give me a few minutes today and it sounds like there's reason to continue the conversation. Do you have time this coming [Day] or [Day] that we can get into more detail and determine if there's a mutual fit?

*This structure demonstrates how a call can go if the prospect has no objections. It's best to also script effective responses to common objections.

**There is an entire school of thought around using uncommon conversation starters to take the prospect out of his or her standard reaction to cold calls. This strategy is smart and merits testing once you're ready to focus on improving your call effectiveness.

What should a cold email look like?

There are endless variations on cold email outreach, so we won't cover exactly *what* to say, but rather *how* to say it.

Get to the point: Email is a very passive form of communication, meaning prospects can delete your message without ever reading it. You have to make every word count.

Leverage the persona: If you know your persona, you can tailor your message to the problems they're most likely experiencing. (Remember to run it against the "What's in it for me" and "So what" tests!)

Use a single call-to-action: You can't ask prospects to answer a question, click a link, *and* read an article. It's hard enough to get them to do one thing, so don't get carried away.

Don't ask for the world: Be mindful of the weight of the task you're asking them to accomplish. The bigger the request, the less inclined they'll be to comply.

How exactly does social selling work?

For the purposes of prospecting for new business, social selling involves contacting prospective customers on social media platforms, most commonly LinkedIn and Twitter. Here are some pointers:

Cultivate a relationship: Social selling is not for the quick wins, generally speaking. You can start simply by following a prospect, engaging with their content, and then inviting them to connect. You want to draw their attention, but not overwhelm them.

Don't pitch right away: In the early days of social selling, it was possible to immediately pitch a prospect online with some success. That time has passed, so don't assume that when someone accepts your connection request it means they want to buy from you.

Be someone worth talking to: Your prospects will see your public profile, so be sure to demonstrate your expertise in your profile and content. If you're still using your LinkedIn account as a resume, you're doing it wrong.

Move from online to offline: The goal of social selling is not to run through the entire sale over social media. As with all initial contacting, your goal is to set up a real-time conversation over the phone or in person.

While nearly all great salespeople communicate with prospects across *all three* of these channels, it's best to become confident with one before adding another.

Cold calling, while unattractive to many, will yield the greatest number of opportunities to learn which offers and messaging resonate with our prospects. The skill of adapting to prospects in live conversation is invaluable throughout the sales process. In fact, it's one of the most important skills to master in order to advance your sales career.

STOP & Take Action

Look for the assignment marked "Chapter 5" at the end of this book or check out our resources page for helpful links to thought leaders, associations, and tools to help you uplevel your sales game.

6

Bucket leads for maximum success

It's easy to waste time on the wrong prospecting activities. There are lots of moving parts and it can be very difficult to effectively manage your time.

We use a technique called "bucketing leads." This is how we ensure that we're always maximizing our prospecting time.

Here's how each bucket works:

Bucket 1 - Uncontacted

These are people you've never spoken with, including both cold outbound leads and new inbound leads who have yet to be researched.

Primary Bucket 1 activities:

- Removing any accounts outside your swimlane
- Attempting to contact leads via phone, email, and social media

- Performing additional research or preparation

This is the most important bucket in the entire process.

Garbage In = Garbage out

As we move leads from Uncontacted to Working, we will work leads through the validation process.

Sales professionals should always be prospecting for new business using any channel available to engage and start new conversations with their next best customers.

The challenge is that most prospecting lists, whether generated from an internal CRM, provided by marketing, created via manual research, or purchased from a data vendor, have a poor dial-to-connect rate and lots of bad or out-of-date contact information.

Reps spend a lot of time calling leads who never pick up the phone, send emails that are never opened, or waste hours on social media looking at profiles of prospects who are not active.

It is impossible to know who answers the phone, who opens emails or who is active on social media until we work the validation process moving leads either forward to bucket 2 or remove them from our list.

"But my 55 Touch Cadence tells me I need to call, leave a voicemail, send an email, connect on LinkedIn and then unleash a carrier pigeon on Day 7."

This is where sales engagement platforms or "Sequencers" get it wrong. Hours are wasted completing or skipping tasks in channels without validated paths to meaningful conversations.

Each lead and every phone number should be attempted by a human and segmented into Connect Validated, Validated, Not Validated, or Bad.

Emails should be tested for deliverability and should not include any personalization until you know a lead opens emails.
Social media engagement should only happen with leads who are actively using social media.

Top sales professionals understand that more conversations with targeted buyers equals more sales. Getting those conversations takes a lot of dials, emails and social outreach — often as many as 30 dials and more than 1 hour to earn 1 meaningful conversation.

Prioritizing phone numbers in the Connect Validated buckets, sending personalized emails to only leads who have recently opened an email, and spending time on social media profiles who are actually active and avoiding those in the Bad buckets saves time, labor costs, and frustration.

This simple change in focused and prioritized outreach at the very top of your funnel can more than double the number of quality meaningful conversations you are able to start every day. This translates directly into more completions, referrals, meetings and follow-up opportunities — the lifeblood of any sales team.

Bucket 2 - Working

These leads were researched in Bucket 1 and already have at least one outbound call attempt with a verified dial. A verified dial is when you can confirm that the number associated with that person actually reaches them. If you are doing any personalized emailing and using social media in this bucket, emails should only be sent to those who have opened and social engagements should only happen on active profiles.

For full-time appointment setters, this bucket should consistently hold at least 100 leads so you have enough people to contact regularly. For full-cycle sales reps or closers trying to supplement their pipeline, this bucket shouldn't drop below 50 leads.

Primary Bucket 2 activities:

- Calling regularly (as often as multiple times daily) to make contact
- Documenting phone tree path on first attempt (e.g. "Dial 1, then 314, then 1")
- Continuing with other outreach (email, social, etc.)

Bucket 3 - Priority

These are the prospects who meet any of the following criteria:

- You spoke with them but couldn't schedule a meeting.
- They engaged heavily with your email outreach in Bucket 2, but never replied.
- They are in your swim lane and attended a webinar, event or recently engaged with any of your content.
- They're an inbound lead and are in your swim lane.
- They were once in your deal pipeline but failed to close over the last 6-9 months.

The only activity in this bucket is continuing with outreach in each validated channel via phone, email, and social to schedule an appointment.

Bucket 4 - Scheduled

This bucket consists of all upcoming appointments you have scheduled. These prospects are where the money comes from, so you have to monitor this bucket like a hawk to ensure that they show up for the meeting.

Primary Bucket 4 activities:

- Confirming any appointments scheduled 1 or more weeks out, during the week the appointment is due.
- Confirming all appointments within 12-24 hours via email.
- Calling to confirm 2-3 hours before the scheduled time if the prospect doesn't respond to final email confirmation.

If your prospect misses the appointment, they go back to Bucket 3 until their appointment is rescheduled.

In order to optimize your effectiveness, you work the bucket system in reverse:

Here's a typical workflow:

1. **Bucket 4:** Call to confirm any appointments due in the next 2-3 hours not yet confirmed via email.
2. **Bucket 4**: Confirm any appointments due in the next 24 hours via email.
3. **Bucket 4**: Confirm any appointments set more than 1 week out that are due this week.
4. **Bucket 3**: Contact anyone you've already spoken with who's asked to be contacted today.
5. **Bucket 3**: Call through the remaining leads in this bucket.
6. **Bucket 2**: Call through the entire list in this bucket.
7. **Bucket 1**: Call through any leads you've already researched.
8. **Bucket 1**: Research all brand new leads to ensure they're in your swimlane.

If the only prospecting you do today is confirming tomorrow's appointments, you're much better off than if you had started by sending cold emails to brand new leads in Bucket 1.

Priority follow ups rule of thumb: Always cut any stated follow up request date in half and never wait longer than one quarter for follow ups.

For example, if a lead asks you to follow up with them next month, set your follow up date for 2 weeks out. If they ask you to follow up in 2 weeks, set your follow up date for 1 week out. And if they ask you to follow up in Q4 and it is currently Q1, set your follow up date for Q2.

Business changes rapidly and if you are not connecting with your leads at least every quarter, you do not have a lead and you might as well kick it back to marketing for nurture.

STOP & Take Action

Look for the assignment marked "Chapter 6" at the end of this book or or contact us here to get Buckets implemented for you.

Check out our resources page for helpful links to thought leaders, associations, and tools to help you uplevel your sales game.

7

Technology can save help you

What tools did top salespeople use 20 years ago?

A phonebook
A phone
A notepad

Can that still work? Sure. But just because a horse and buggy can take you from San Francisco to New York doesn't mean it's the best way to get there.

While there are many tools that *might* help you, the following three are tools you absolutely *must have* to be a top performer today.

Customer Relationship Management (CRM) software

At its core, the CRM is a database where you keep contact information. But ultimately it's the foundation upon which you build your entire sales process.

A great CRM

- Integrates with our other tools to streamline workflows
- Allows for easy data management including uploading and updating records
- Simplifies or automates reporting

Lead sources

The faster you can qualify prospects, the more data you will need. If you're manually finding leads rather than purchasing a list or database subscription, hire an outsourcer or intern who can keep the leads coming consistently. The last thing you want to do is run out of prospects to contact because you were too busy closing deals.

Contact tools

There are many tools that can help you to more efficiently contact your prospects.

The very best contact tools will

- Automate or eliminate wasteful activities (CRM data entry, leaving voicemail, etc.)
- Fit into your daily workflow rather than force you to adapt
- Include phone, email, and task management

If you don't have these three pieces in place, it doesn't matter what else you buy. You've got to build a strong foundation for you to achieve maximum results.

> *"But I can't change the tools I use! I'm stuck doing whatever my manager tells me!"*

That's the kind of thinking that keeps average salespeople at or below quota!

If you want to make a real impact on your company, your clients, and your paycheck, you have to be willing to **stop finding excuses and find a solution**.

You're not allowed to install new programs on the work computer? Use a personal computer during off-hours! You don't have a budget to buy leads? Use 10 different free trials and hack together a list! Or pay for the tool or service yourself and make enough additional commission to more than cover the cost.

WARNING

Great *tools* do not create great *salespeople*. That's why the first chapter of this book is all about mindset. Incredible sales success requires a winning mindset, carefully honed skills, and the right set of tools, all working together.

> ## STOP & Take Action
>
> *Look for the assignment marked "Chapter 7" at the end of this book or check out our resources page for helpful links to thought leaders, associations, and tools to help you uplevel your sales game.*

8

Funnel math

Outbound sales requires consistent effort, but how much effort on which activities?

Many supposed gurus are claiming that "sales is no longer a numbers game" and recommending that you "focus on quality, not quantity."

Here's the bad news: **The math of sales has never changed.**

If you need to close 5 sales but only have 3 qualified prospects, you won't hit your number.

Here's the good news: **You don't have to sacrifice quality for quantity.**

You don't have to spend an hour researching every prospect in order to have a "quality" conversation.

The quality of the conversation lies in your ability to personalize your message to the *needs of the prospect*. (Remember Chapter 1? Buyers don't care about your product - they care about their problem.)

No matter how cleverly you craft your message, your prospect might not pick up the phone or reply to your email. And even if they do pick up or reply, it might not be the right time.

> *"Fine, I need to do a lot of prospecting. But how much?"*

The real, no fluff answer is **however much it takes to hit your quota**.

But this book is all about practical advice, so let's do the math.
We'll work backwards from a quota of 1 sale (you can do the multiplying later):

> Goal: Close **1 sale.**
>
> A 25% closing rate means you need to present to **4 prospects.**
>
> An 80% meeting hold rate means you need to schedule meetings with **5 prospects.**
>
> A 20% meeting scheduled rate means you need to speak with to **25 prospects.**
>
> A 10% dial-to-connect *or* email reply rate means you need to reach out to **250 prospects** once each (or 50 prospects five times each).

Each of these rates will vary based on your skills, process, and market.

"Great. But how many dials do I need to make every day?"

To get a "daily dial" or "daily email" number, you need to know how far out the average appointment is scheduled and the length of the average sales cycle. This way you can do your outreach early enough to leave time for closing.

If your average appointment is scheduled 1-2 days away and the sales cycle is less than a week, you can afford to prospect until the last week of the month. If appointments are generally scheduled a week in advance and the sales cycle is three weeks, this pushes nearly all contact attempts to the beginning of the month.

A complete sale rarely happens in the space of a month. This means you have to keep up the prospecting all month long, every month.

Most sales reps have quotas set by management - that's okay! Once you know the quota, you can run the numbers and set your own activity goals.

If activity goals don't align with management's expectations, always do whichever number of activities is *higher*.

*You can learn how to consistently reach your quota using this Math of Sales Calculator HERE.

ATTN: LEADERS

The Bridge Group publishes a benchmark report for outbound prospecting metrics every year.

Execvision also published a benchmark study using data from an outsourced appointment setting firm Vorsight for its top 5% of performers over a three-year period.

Use these numbers as a reality check for your own team's efforts, but be sure to base quotas and goals on your own product and market.

STOP & Take Action

Look for the assignment marked "Chapter 8" at the end of this book or check out our resources page for helpful links to thought leaders, associations, and tools to help you uplevel your sales game.

Conclusion

These are the fundamentals of outbound sales. They won't turn you into a rockstar sales rep overnight, but they'll get you started.

We are two humans writing based on our experience. This entire book is based on what has worked for us and others like us. It's not the *only* way to sell.

We aren't gurus and we aren't geniuses. We're just two sales guys working hard to stay ahead of the pack who want to share what we've learned.

If you made it this far, you're ready to do more than most. So go do something. And get the Outbound Sales, No Fluff audiobook here, which includes a lot more bonus content and interviews from sales professionals on the frontlines like you.

So go do something.

Happy selling!

- Rex and Ryan

P.S. If you want to talk with Ryan about anything from this book, you can schedule a time with him using this link HERE.

Appendix of Resources

Sales Thought Leaders

There are a lot of voices in the sales world; these are the people we love to learn from. As you master the fundamentals, these leaders will inspire you to take your skills and processes to the next level.

Aaron Ross
Author / Cofounder
Predictable Revenue, Inc.

Predictable Revenue
From Impossible to Inevitable

Anthony Iannarino
President & Chief Sales Officer
SOLUTIONS Staffing

The Only Sales Guide You'll Ever Need
The Lost Art of Closing
Blog

Chris Beall
CEO
ConnectAndSell
Blog

Cory Bray
Managing Director
ClozeLoop
    The Sales Enablement Playbook
    Sales Development

David Dulany
Founder & CEO
Tenbound
    The Sales Development Podcast
    The Sales Development Conference

Jeb Blount
CEO
Sales Gravy
    Fanatical Prospecting
    Sales EQ
    Blog

Jill Konrath
Author & Keynote Speaker
    SNAP Selling
    Agile Selling
    Selling to Big Companies
    Blog

Kyle Porter
CEO
SalesLoft
    Company blog

Lori Richardson
B2B Sales Growth Strategist
Score More Sales
    Women Sales Pros
    Blog

Max Altschuler
Founder & CEO
Sales Hacker Inc.
    Blog
    Hacking Sales

Mike Weinberg
Principal
The New Business Sales Coach
    New Sales, Simplified
    Blog

Steve Richard
Chief Revenue Officer
ExecVision
Company blog

Townsend Wardlaw
Coach to CEOs
Cold Calling Framework

Josh Braun
Founder
Josh Braun Sales Training
The Badass B2B Growth Guide

Corey Frank
Partner & Pitch Coach
Pitch Anything

Appendix of Resources

Sales Networks & Associations

American Association of Inside Sales Professionals (AA-ISP) - aa-isp.org
The AA-ISP is are furthering research and fostering discussions about the field of inside sales. They have dozens of chapters all over the globe and tons of resources available online.

Enterprise Sales Forum - enterprisesalesforum.com
A fantastic group founded and led by Mark Birch. Headquartered in New York, they now have chapters all over the world.

Meetups - meetup.com
If you live in a major city anywhere in the world, there's probably a group of salespeople meeting nearby. They're easy to find by going to www.meetup.com and searching "Sales."

Sales Development Pros - salesdevelopmentpros.slack.com
Specifically created for specialists focused on the first half of the sale (finding and engaging prospects), this Slack community has grown to include some of the best in the business.

Sales Enablement Society - sesociety.org
With members hailing from both Sales *and* Marketing, this group is helping further the conversation around what it means to enable sales professionals in the modern age.

WISE - https://womeninsaleseverywhere.com
As part of the growing movement to highlight and encourage women in sales, this group features a great blog and fantastic Slack Community.

Appendix of Resources

Sales Tools & Technology

Here are a few of the most notable tools we see helping sales professionals achieve success. We've included several big names, but also a few of our favorite up and comers.

These tools are rapidly changing and even well-established brands can get overturned at any time. Spend a little time every quarter staying on top of the latest tech.

<u>Client relationship management (CRM) software</u>

Salesforce - www.salesforce.com

HubSpot - www.hubspot.com

PhoneBurner - www.phoneburner.com

Sales data

LeadGenius - www.leadgenius.com

ZoomInfo - www.zoominfo.com

Outbound View - www.outboundview.com

Whistle - www.callwhistle.com

Sales Acceleration

ConnectAndSell - www.connectandsell.com

Salesloft - www.salesloft.com

Outreach - www.outreach.io

Revenue Intelligence and Coaching

Gong - www.gong.io

Chorus.ai - www.chorus.ai

ExecVision - www.execvision.com

Refract - www.refract.tv

Electronic document management (e-sign)

Docusign - www.docusign.com

eSignLive - www.esignlive.com

GetAccept - www.getaccept.com

Video platforms

Vidyard - www.vidyard.com

Wistia - www.wistia.com

Loom - www.useloom.com

Glossary of Terms

Accounts: For our purposes, synonymous with "Companies." Depending on the customer relationship management (CRM) tool, Accounts may refer to a specific type of record.

Buyer: Someone who is capable of purchasing a product or service.

Cadence: A series of pre-planned sales activities intended to get a prospective buyer to engage with a sales representative.

Closers: Sales representatives responsible for finalizing purchases, or "closing" sales.

Cold call: An outbound phone call made from a sales representative to a prospective buyer who does not know the sales rep. The call is not anticipated or requested by the buyer.

Cold email: An outbound email sent from a sales representative to a prospective buyer who does not know the sales rep. The email is not anticipated or requested by the buyer.

Contacts: For our purposes, synonymous with "Person." Also a type of record in the customer relationship management (CRM) tool.

Customer relationship management (CRM): A database used to store information about a person or company including contact information, history of interactions, and any relevant purchase information.

Dials: For our purposes, a phone call made by a sales representative.

Drip campaign: A series of emails sent over a given period of time without the sender needing to initiate each individual message.

Full cycle sales: Sales activity comprised of everything from finding, to engaging, to closing sales with prospective buyers.

Funnel: For our purposes, a commonly depicted illustration of the way buyers move through the buying process.

Generalists: Sales representatives who handle all aspects of a sale from start to finish. See "Specialists."

Inbound sales: Sales opportunities generated by *buyers* initiating the conversation with the company as opposed to sales representatives making initial contact. See "Outbound sales."

Lead scraping: A technical term for finding and extracting information related to a prospective buyer. May be performed using automation though can be done manually.

Leads: Depending on the sales methodology followed, this term may refer to companies or contacts, produced either via inbound marketing or outbound selling.

Marketing: The act of promoting a product, or the department that performs such promotion. Marketing leverages messaging at scale (one to many) as opposed to sales (one to one).

Outbound sales: Sales activity that generates opportunities through outreach to prospective buyers who did not request contact.

Pipeline: The list of all sales opportunities (current and past). If a prospect enters the pipeline, they are generally both qualified and interested in making a purchase at some level.

Prospect: Short for "prospective buyer" - see "Buyer."

Prospecting: Outbound sales activity intended to identify and engage the interest of prospective buyers.

Quota: A required number of activities or results as prescribed by sales management. Some quotas are tied to financial incentives including commissions and bonuses.

Sales: The process of helping a buyer through the steps required to make a purchase. Involves educating the buyer, driving interest, and answering any questions related to the product.

Social selling: A newly popularized term that describes a host of sales-related activities carried out on social media.

Specialists: These are sales representatives who handle only part of the buying process (like driving initial engagement or "closing" a sale).

Swimlane: Refers to the sum of all companies who may be able to benefit from a product. Limited in scope by criteria like size of company and location.

STOP & Take Action

Here's where the rubber hits the road.
No more reading - it's time for doing.

Chapter 1:

(1) Make a list of the problems you solve

-
-
-
-

(2) Carefully consider the following question and answer below: *Will I really commit to helping others before myself or am I only concerned with short-term success?*

Chapter 2:

(1) Write a description of your swimlane using as many of the criteria from this chapter as you find useful:

(2) Make a list of five accounts that fall within your swimlane.

1.
2.
3.
4.
5.

Chapter 3:

Fill out the space provided with the buyer personas you currently encounter.
If you don't yet know these, speak with another sales rep, an account manager, or a founder.

Role | Top challenges | How you can help them

Chapter 4:

Use the list of five accounts you wrote in Chapter 2 and find two contacts at each company who fall within your buyer personas from Chapter 3. Writer their names here and check the box once you've added them to your CRM.

-
-
-
-
-
-
-
-
-

You can usually find these people's names and main phone numbers through LinkedIn and company websites. Then use the free trial from Hunter.io or another similar web scraper to get emails.

Chapter 5:

Write a cold call script based on the problems you listed in Chapter 1, written for the people you found in Chapter 4.

Introduction:

Permission:

Value proposition:

Question + leading statement:

Qualify for interest + fit:

Ask for the appointment:

Chapter 6:

Schedule at least two hours per day on your calendar to start carrying out the bucketing strategy. Set these blocks as recurring events, and do *not* schedule anything but Bucket 2 activities once you have your initial 100 leads in that bucket.

Chapter 7:

First, write down the name of every tool you use for outbound selling.
Then score each tool: 1 - useless, 2 - nice to have, 3 - must have

Now, go cancel anything that's a 1.
Find a cheaper or a more useful version of anything that's a 2.
Email the sales rep who sold you anything that's a 3 to say thank you.

Chapter 8:

Run your funnel numbers to get your daily contacts needed.

Goal: _______ **Sales**

__________ closing rate = __________ **presentations.**

__________ hold rate = _________ **scheduled meetings**.

__________ conversion rate = __________ **conversations.**

_________ connect/reply rate = __________ **prospects** in list.

Get a complete Math of Sales worksheet linked HERE.

About the Authors

Ryan Reisert has a strong track record of startup success and acquisitions from his early days working his way from lead generation to managing director at eSV Digital, achieving Inc. 5000 (#1107) as VP Sales at Sellpoints, through recent roles as co-founder of Inside Sales Bootcamp (acquired by Sales Bootcamp) and co-founder and CEO of The Sales Developers (acquired by Au Partners).

Ryan now runs his own consulting firm coaching CEOs and founders on go-to market success and trains reps on implementing effective strategies to become successful sales professionals to further their careers.

This book is the sum of much of his life's work in sales education.

Connect with him on LinkedIn, website, over email at ryan@reisertconsulting.com, on Patreon, YouTube, Twitter, Instagram, or by phone at (415) 994-0110.

Rex has made a career of working with companies focused on high-velocity growth including time spent as a business development rep and channel partner manager at InsideSales.com. After launching his own outsourced sales company and learning firsthand the challenges and joys of life as a founder, Rex began consulting businesses across the US on outbound sales. Currently Rex helps clients build successful, scalable sales processes.

You can reach Rex on LinkedIn, via email at rex@rexb.co or by phone at (559) 917-4363.

Notes: