



**Getting Steady Stream
of B2B Sales
Appointments with
Outbound Prospecting
Lesson2: Action Guide**

*GrowthAspire
Helping Businesses Meet
Their Growth Aspirations*

Welcome!

If you are serving B2B Clients and want to qualified appointments with lowest cost and using your personal outreach on LinkedIn & E-mail, you're in the right place.

We have done extensive work in B2B Sales, B2B Lead Generation and B2B Sales Prospecting and today we are in exciting time to connect with any prospects and get them to meet us and do even sales

The platforms like LinkedIn, E-mail and technology along the psychology and behaviour science allows us to beat big companies in acquiring clients.

I am sharing the methods in these video sessions and we've got three lessons that I'll be teaching live, and each lesson is going to include Case Studies and a Q&A session to answer your top questions.

NOTE: Everything I'm going to teach is battle-tested – this series of video is based on the core of the B2B Prospecting Method, which I have been using over last 3 years and we have trained literally 1000's of professions and in 10's of industries in the last year itself.

This action guide is designed to help you capture the critical lessons from the first lesson in the 3-part series

If ONE of these describes you, you're in the right place:

1. You are business owner starting a business in B2B Space and want to acquire new clients
2. You are already in B2B business as consultant, trainer and want to make your B2B lead generation consistent using your expertise
3. You are business dev professional or leader in a company and want to master the prospecting methods to get more qualified clients
4. You have a service business, and the only way you can currently scale is to work more.

Lesson2 : Action Guide

When you want to get new clients, it is very key to define the 3 things

1. Hyper Target Audience
2. Hyper Personalization
3. Multi-Messaging with Proven Channel

The advantage as a small business or starting new you have is to focus on narrow audience and test the same.

Step1: Define Target Market | Prospect

1. Define your target market
2. Narrow your target audience by creating multiple segments
3. Define each segment in terms of prospect avatar (Geography, Size, Title)
4. Know the emotional and rational and jobs your ideal prospect is
5. Identify the 3 pains | challenges your prospects going to get their job done
6. Identify the 3 goals | Value your client is going through to get their job done

Step2: Establish your social profile | Authority

1. Build your LinkedIn Profile
2. Know how can establish your authority with prospects
3. Optimize your LinkedIn profile with Picture | Background | Headline

Step3: Build Ideal Prospect Database

1. Find your prospects on LinkedIn
2. List 100 initial prospects you want to connect
3. Send connect requests to them
4. Track the connect requests success

Step4: Personalized Messaging to Building Relations

1. Setup message to be sent to prospects
2. Creating value content that can be shared
3. Automating the process

1. Define the 4 levels buyers are in. Which level do you you're your prospects are in?

2. What are 4 mental (Influence) triggers required to connect to prospects?

3. How do top performers help their buyers?

4. List the 1 pain and 1 goal your prospects having to get his job done that your solution can help him solve?

5. Create your first intro message to connect to 15 prospects and send connect requests

6. Develop your first 3 messages that can be sent over e-mail or LinkedIn keeping the Value 1st Strategy..

7. Optimize LinkedIn Profile – Write the Headline using the formula of “We Help | Benefit | Avatar | How”

Looking ahead in the 3-Part series video...

Lesson Three – Your outbound prospecting automated system

In the next live lesson, I’m going to show you the way to build a B2B lead gen system with the outbound prospecting method.

- The overall playbook to start connecting, messaging
- The core technologies that can automate this process
- How to implement in your business starting today..

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