How to Maximize Leads Using Gazelle.ai Projects

Gazelle.ai

PRESENTED BY:

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AGENDA

1. Why Gazelle.ai projects matter
2. An overview of how project data is sourced & updated
3. A look into our projects function & how to identify top expansion projects
4. Outreach strategies to successfully engage with contacts at growth-oriented companies
5. Key benefits and takeaways
6. Q&A period

WHY GAZELLE.AI PROJECTS MATTER

- Gazelle's verified projects section gathers hundreds of active international investment projects
- Our projects feature allows you to discover fast-growing companies and engage with new prospects
- Projects receive the highest G-Score (6), enabling you to focus on fewer but more qualified leads
- Prospect lists can be built around the project's destination, timeline, number of jobs and other filters that match your needs
- Companies with listed expansion projects are likely to collaborate with B2B for capital and services and with EDOs to acquire talent, suppliers, etc

HOW PROJECTS ARE SOURCED

- Projects are confirmed expansion opportunities that have a *detailed commitment to growth*
- Starts with identifying *a lead/growth signal* for fast growing companies, globally
- C-level executive at the company are contacted to confirm the lead along with expansion details
- Verified projects are processed and published on the Gazelle platform by our data team

Expansion data includes:

- Company details
- Desired region of expansion. Destination can be outside of the headquarter/parent location
- Proposed timeline
- Market impact: job creation, facility type & more

HOW PROJECTS ARE UPDATED

- New verified projects are added to the platform on a monthly basis
- Projects data is exclusive to Gazelle.ai subscribers
- Projects are archived twice yearly. The status of the company, location and original project timeline are reviewed
- Project-specific contact information is updated including people based at the company's headquarters and branches

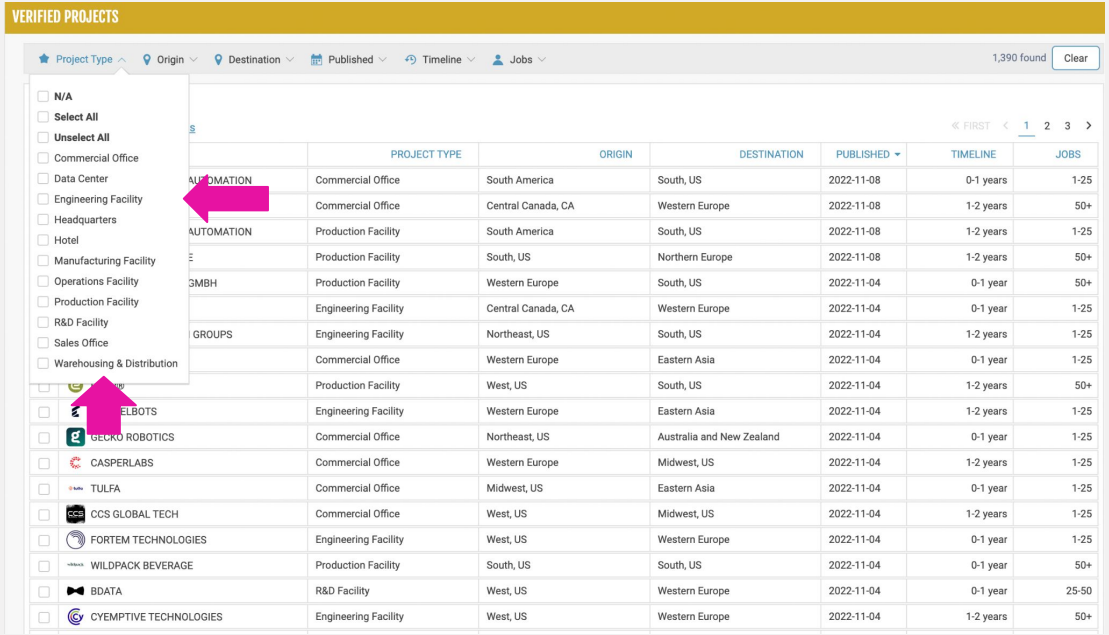
LET’S GET GAZELLE-ING!

A LOOK INTO GAZELLE.AI's PROJECTS FUNCTION

PROJECTS TYPES

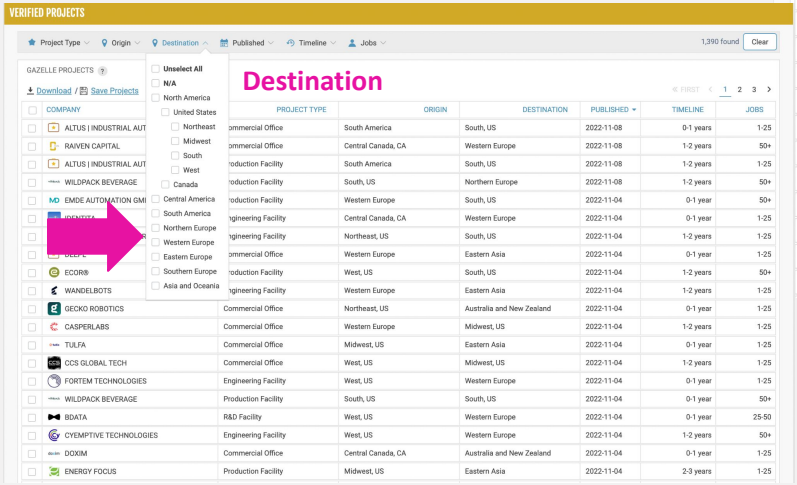
Determine the type of project you are looking for by filtering through the different categories including:

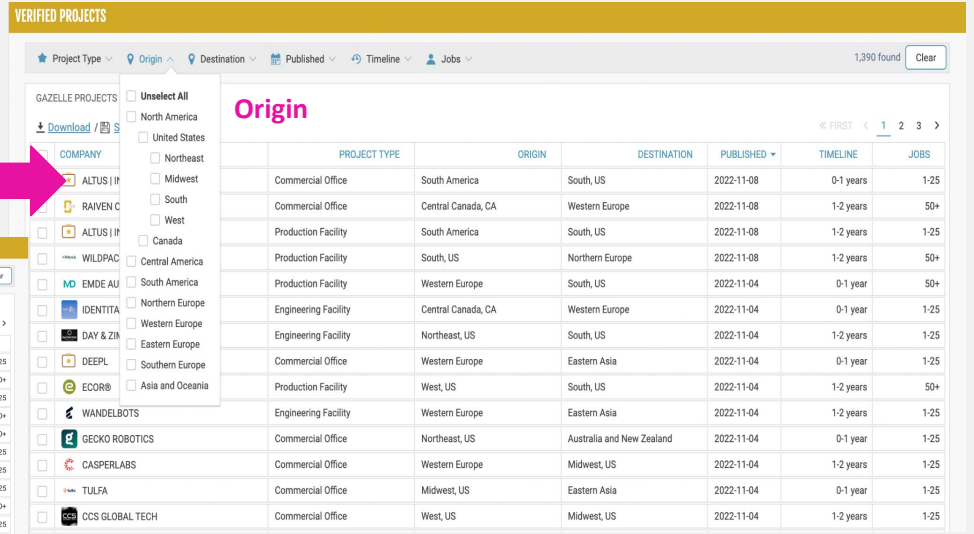
- Commercial Office
- Data Center
- Engineering Facility
- Headquarters
- Hotel
- Manufacturing facility
- Operations Facility
- Production Facility
- R&D Facility
- Sales Office
- Warehouse & Distribution



PROJECTS ORIGIN + DESTINATION

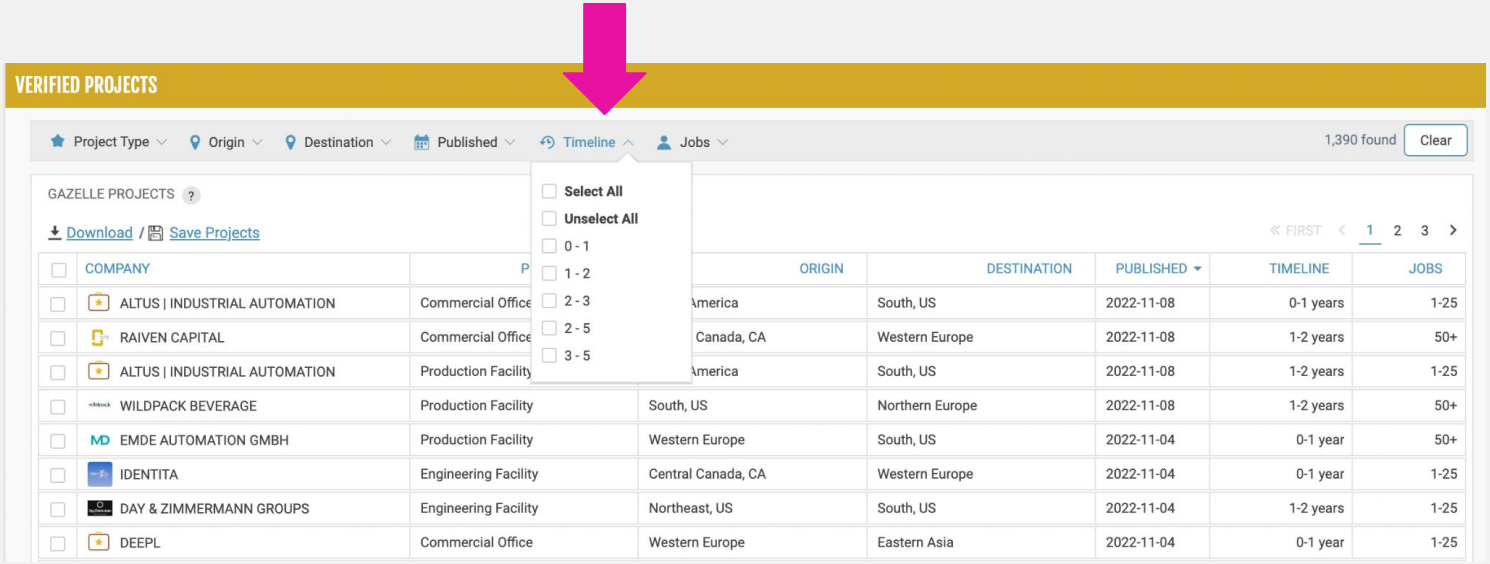
Refine your search by filtering the origin of the project and destination predetermined by the company





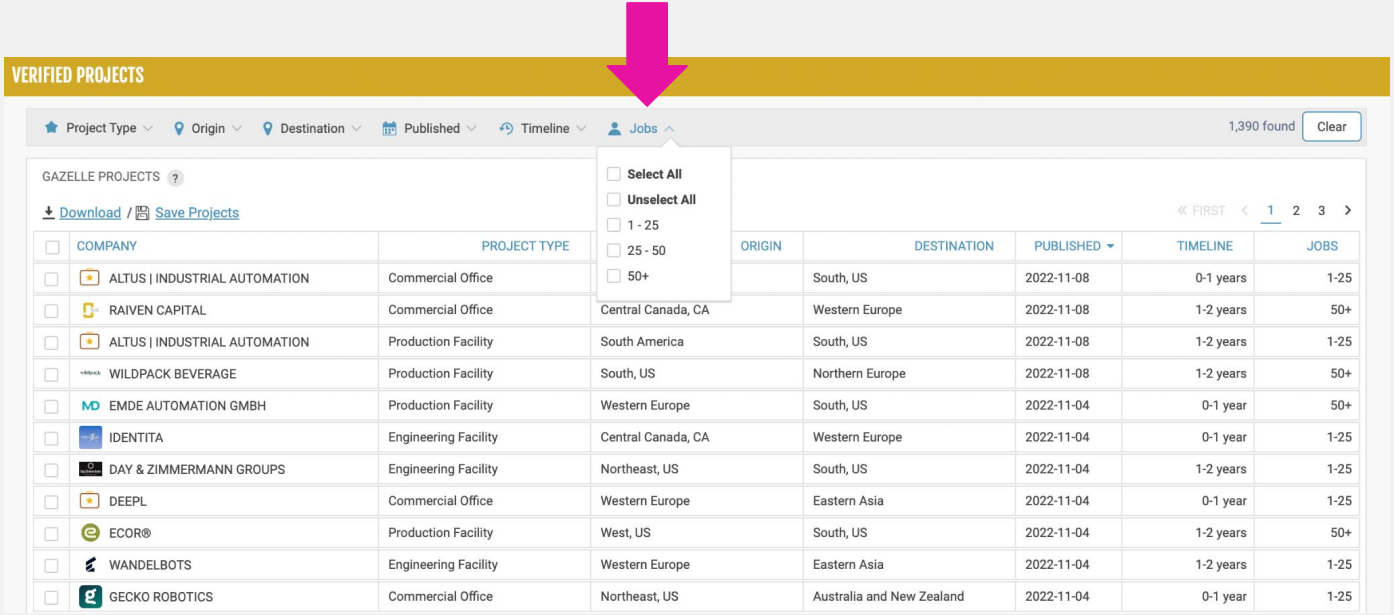
PROJECTS TIMELINE

Refine your search by using the project timeline filter, which is determined by the company



PROJECT JOBS

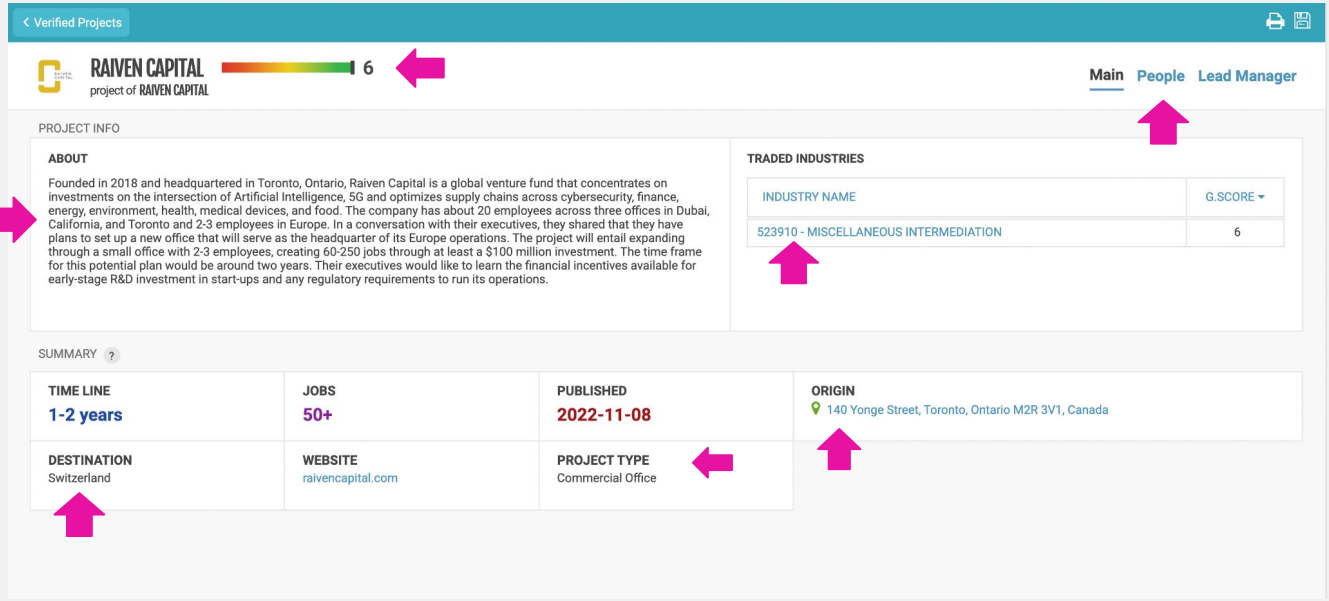
Use the jobs filter to determine the job capacity needed to complete the project as predetermined by the company



VERIFIED PROJECT BREAKDOWN

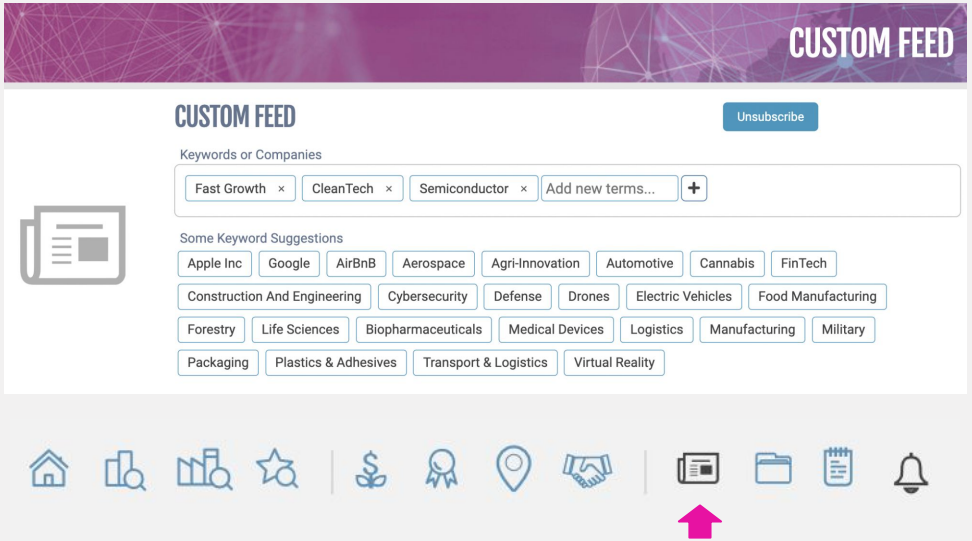
Identify key information using the Gazelle.ai project function, including:

- Company name & G-Socre
- Overall project summary
- Related industry
- Project origin
- Project destination
- Project type
- Project contacts (people)



CUSTOM NEWS FEED

Use our keyword-based custom news feed to find potential clients, learn about industry news and other announcements such as expansion projects



OUTREACH STRATEGIES

- Maximize the projects function by targeting high-growth companies and crafting detailed and comprehensive outreach strategies destined to the project contacts.
- Use a combination of tailored emails, LinkedIn messages and phone calls to connect with your leads.

Quick Start Outreach Plan				
Day 1	**Day 2**	**Day 3**	**Day 4**	**Day 5**
Email 1	Email 2 - AM Call 1 - PM	LinkedIn Connection	Email 3 Call 2	Email 4 and Call 3 (leave a voicemail - both in AM)
Day 7	**Day 9**	**Day 10**	**Day 13**	**Day 15**
Email 5 LinkedIn InMail	Email 6 Call 4	Leave a comment on a LinkedIn post	Email 7	Call 5

OUTREACH STRATEGIES

Examples of messages to send to contacts at expanding companies

LinkedIn

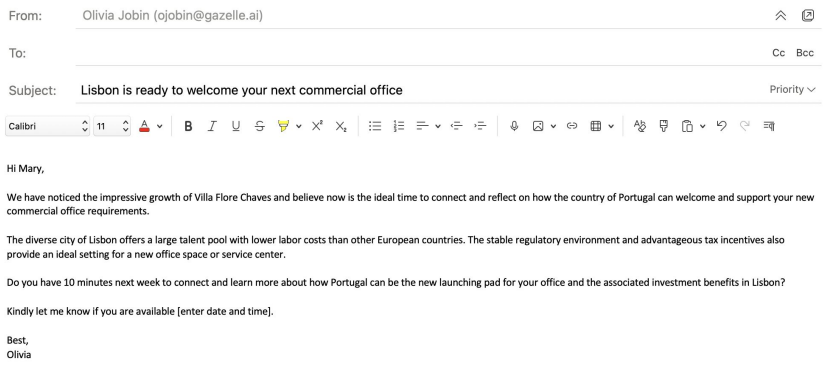
Initial message

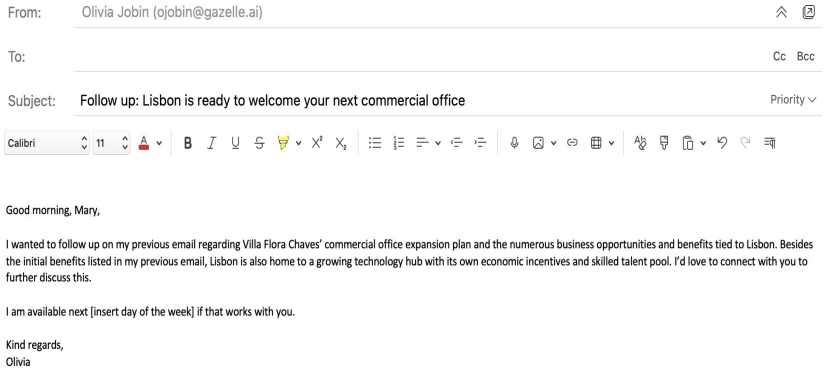
Good Afternoon Max,

I hope you're doing well today. I'm reaching out as I'd like to help you with the selection process for your new European data center. The region of Lisbon is well-positioned both technologically and from a talent, perspective to help you kick-start that investment. Please call me back at 514-360-9925 and I can explain more about the financial savings, and why Villa Flore Chaves can offer a faster time to market than other

Hi Rob, Now is the time for ExpandWest to action its European data center expansion plans, and my job at Chaves is to ensure you are aware of how ExpandWest can accelerate this growth. I work with organizations like yours as they evaluate the best location for possible expansion and investment. Do you have 10 minutes on {day} or {day} for a quick discussion?

Follow up





KEY TAKEAWAYS

- Gazelle.ai projects enable you to target fast-growth companies and prospects
- Check into the platform every few weeks to discover new and updated projects
- Build tailored prospects lists based on your location, project type, employment objectives and beyond
- Engage with prospects by crafting a detailed, multi-channel outreach strategy

QUESTIONS?

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Thank you!

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