

A dark, moody background image showing a hand placing a coin on a stack of coins. The scene is dimly lit, with the hand and coins being the primary focus. The overall tone is professional and strategic.

TAKING YOUR OUTREACH STRATEGY TO THE NEXT LEVEL

 GAZELLE.AI

PRESENTED BY:

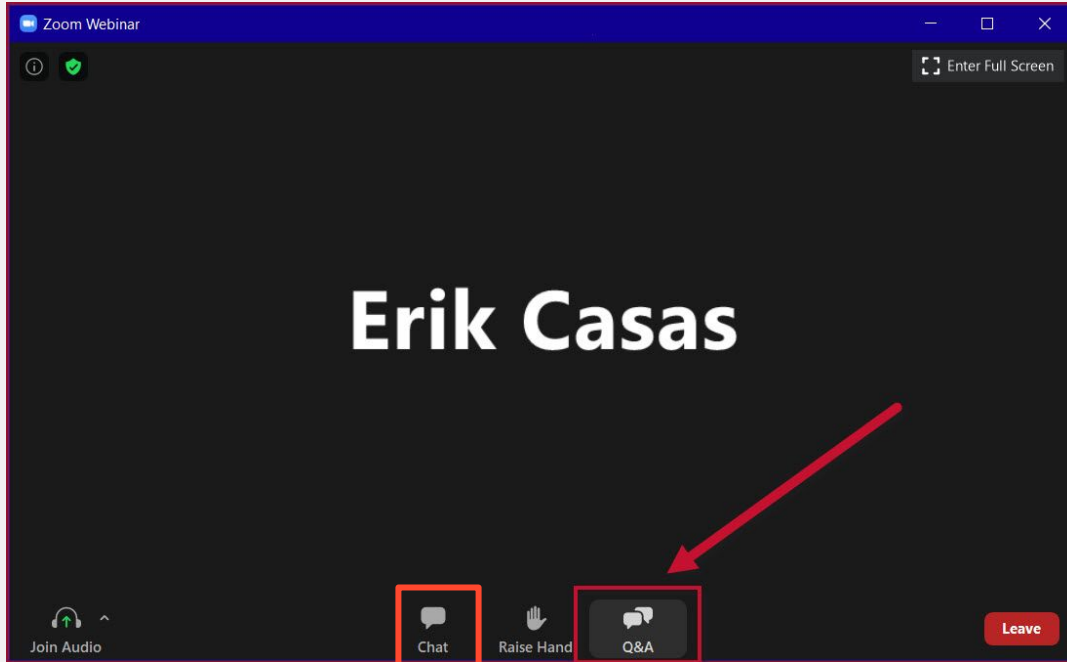


Janelle Mansfield
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TAKING YOUR OUTREACH STRATEGY TO THE NEXT LEVEL



HOW TO SUBMIT A QUESTION



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TAKING YOUR OUTREACH STRATEGY TO THE NEXT LEVEL

AGENDA



Learn what makes an effective outreach strategy and how you can implement the same tactics in your campaigns



Best practises for outreach and actionable tips and tricks when implementing your outreach strategy



Interactive Q&A with actionable use case examples using Gazelle.ai data



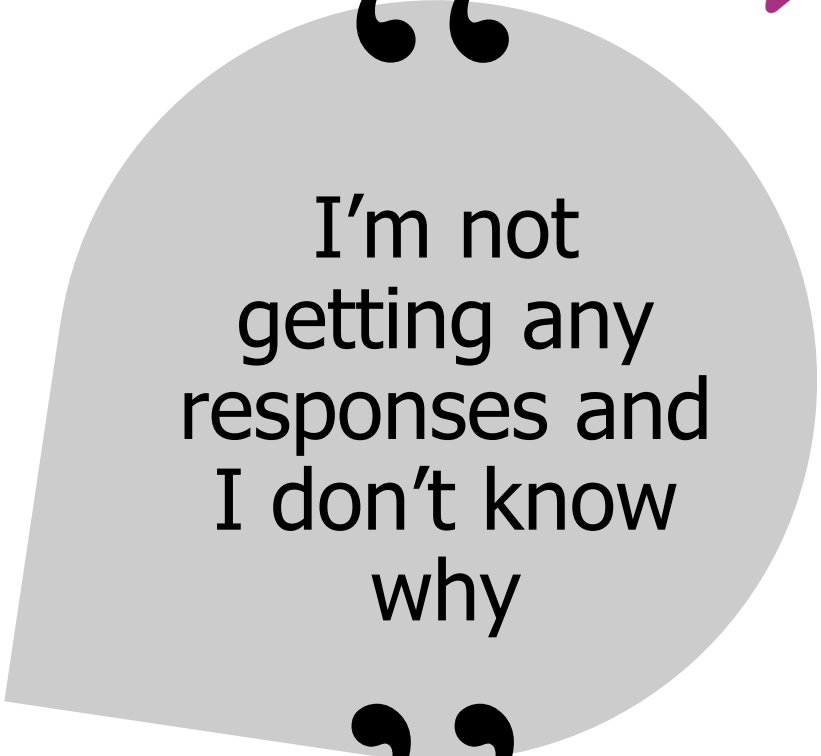
WHAT'S YOUR CURRENT STRATEGY

- ➔ What are the elements of your current strategy that are working well?
- ➔ What are the elements of your current strategy that need improvement?



3 COMMON PITFALLS

- ✘ You only emailed once or twice
- ✘ Your message was generic/irrelevant
- ✘ There was no call to action



“
I'm not
getting any
responses and
I don't know
why
”



4 CRITICAL SUCCESS FACTORS TO RESULTS-DRIVEN OUTREACH

**BE
TARGETED**

**MULTI
CHANNEL**

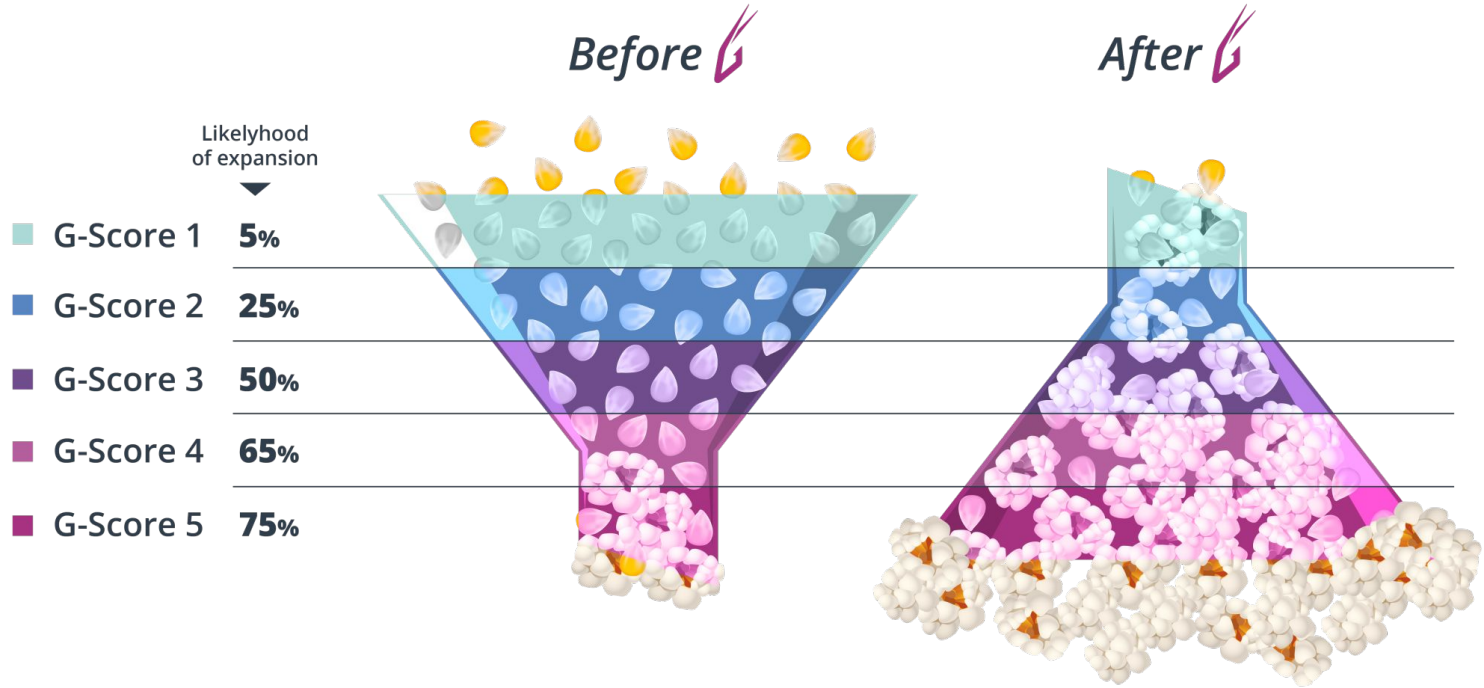
**BE
PERSISTENT**

**MAKE THE VALUE
CONNECTION**





G-SCORE BREAKDOWN



MULTI-TOUCH OUTREACH



Telephone



Email



Social Media



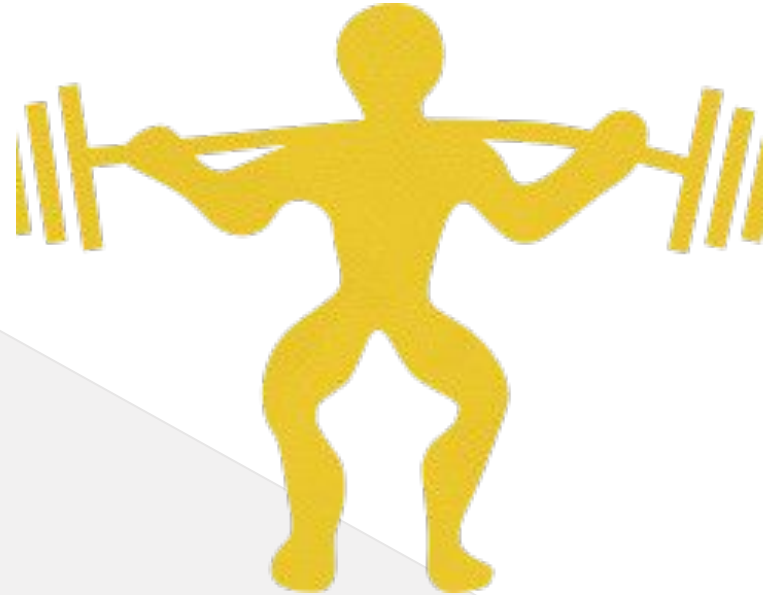
OUTREACH CADENCE AT A GLANCE

Quick Start Outreach Plan				
Day 1	Day 2	Day 3	Day 4	Day 5
<i>Email 1</i>	<i>Email 2 - a.m.</i> <i>Call 1 - p.m.</i>	LinkedIn Connect	<i>Email 3</i> <i>Call 2</i>	<i>Email 4 and Call 3</i> <i>(leave a voicemail)</i> <i>- both in a.m.</i>
Day 7	Day 9	Day 10	Day 13	Day 15
<i>Email 5</i> <i>LinkedIn InMail</i>	<i>Email 6</i> <i>Call 4</i>	<i>Comment on</i> <i>LinkedIn post</i>	<i>Email 7</i>	<i>Call 5</i>



MAKING THE VALUE CONNECTION

- ➔ The key to getting a meeting is **RELEVANCE**
- ➔ Include context-specific information about what's in it for them

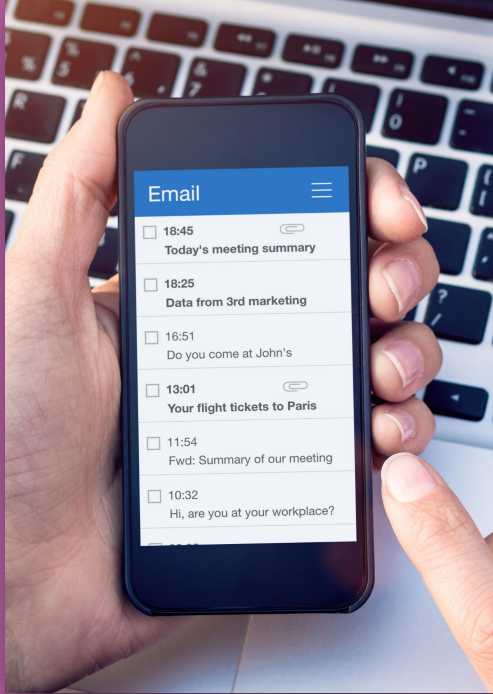


Diving Deeper

TAKING YOUR OUTREACH STRATEGY TO THE NEXT LEVEL



SUBJECT LINES MATTER



'[Company] in [Region]' – Rignet in Dresden

'[Company] – [Region] Market Development' –
Rignet - Dresden Market Development'

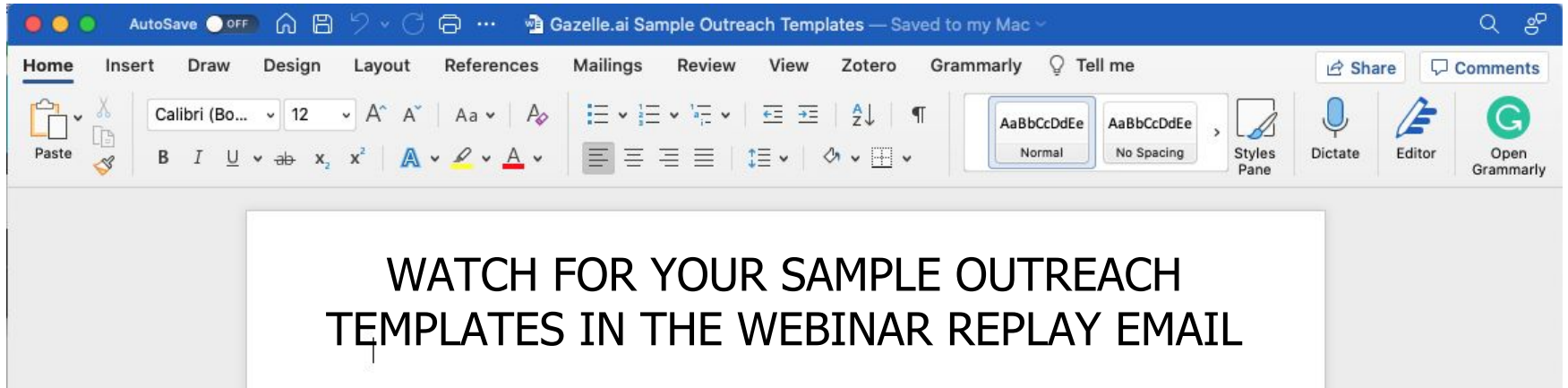
'Growing in [Region]' – Growing in Dresden

'We can [value proposition]' – We have the skilled
talent to support your technology development

'[Value proposition] in [Region]' – Skilled IT talent in
Dresden



YOUR VERY OWN SAMPLE OUTREACH TEMPLATES



THE FIRST EMAIL

Subject: Support for [company name] in Dresden

Good Afternoon Mr./Ms./Mx. [Last name],

I hope you're doing well today. I noticed [custom information about the company] and thought you may be interested in exploring [your company's products/services]. [Introduce your agency value proposition].

Could we set up a short, exploratory discussion next week?

Warm regards,
[Your Name]



THE SECOND EMAIL - YOUR FOLLOW UP

If you haven't heard back from your contact, hit 'reply' to the the first email you sent.

Set a reminder for yourself to complete the next step the next day

Good Afternoon Mr./Ms./Mx. Anonymous,

I hope you're well today. I just wanted to follow up on my previous email about [custom information] and [your company]. I'd love to explore further.

I'm available next Tuesday afternoon if that works for you.

Warm regards,
[Your Name]



YOUR THIRD EMAIL



If you haven't heard back from your contact, hit 'reply' to the second email you sent.



Consider changing around the language in your emails or how you are wording the value proposition.



Keep it short

THE FIRST PHONE CALL

- Make your first phone call the day after sending the first email
- Keep your email open when you call the contact, as it'll help jog your memory of the research you did about them and their company.

Contact Answers

- Mention that you're following up on an email you sent over the day before.
- Prompt your contact to open the email, if possible.
- Repeat the gist of what you said in your first email.
- Pay close attention to what is being said by your contact.
- Keep it quick - Confirm next steps.

Transferred to Voicemail

- Don't leave a voicemail - You don't want them to start screening your future calls.
- Listen to the voicemail greeting for any direct contact numbers.
- If you get a direct contact number, be sure that your pitch is solid enough to merit going through to a direct line.



THE FIRST PHONE CALL

A GATEKEEPER



- **Gatekeeper** - Someone who gets between you and your contact.
- Ask for a direct line, confirm an email address, and ask when they may be available next.
- If the person you're speaking to doesn't know when the decision maker might next be free, offer a time and then follow up with a call. Worst case, you've established that if you say you're going to call at a day and time, you're going to follow through. That kind of a positive impression can pay off down the line!
- Do not sound scripted. Leave a brief message with the gatekeeper to provide the impression that you are either known to the contact, or they are expecting your call.



MAKING PHONE CALLS

- If your call goes through to a gatekeeper, be firm about your intentions to reach the decision maker.
- Try not to sound like you are reading a script – people can sense a rehearsed line and they'll tune it out.
- Remember: **focus on what the prospect needs** and how you can help, not about your qualities as a location.
- If nothing else has worked out, you might consider leaving a voicemail. Your name will have come up often enough in calls, emails, and LinkedIn messages that you're unlikely to be completely ignored at this point.



MAKING PHONE CALLS - SAMPLE SCRIPT

Hi [contact's name], this is [your name] from [your organization]. I know you weren't expecting my call today, do you have 30 seconds for me tell you why [your area] would be a great fit for your upcoming expansion.



MAKING PHONE CALLS - SAMPLE VOICEMAIL

Hi [contact's name], this is [your name] from [your organization]. I wanted to chat with you about how we can support your growth plans in [your area]. We think that [your value proposition] and would love to talk to you soon.

You can reach me at [your phone number].





LINKEDIN - CONNECTION

Send a connection request to your contact.

Include a short message that is similar in format to the first email - but keep it short!

Hi there {name},

I see we're both passionate about the future of security technology companies and the importance of global investment. I'd love to connect to discuss future opportunities.





LINKEDIN MESSAGE

If the contact has accepted your LinkedIn connection request then it's time to send them another message.

You can usually safely assume that the contact has not yet read your emails and use the same content like your email in Step 1. Short, sweet, and straight to the point.

Through LinkedIn, a contact can learn a lot about who you are and what your organization does.

Keep it light and open-ended.



TRACKING YOUR TOUCHPOINTS

Outreach Tracking (add date of activity in the cell)																
Company	Contact Name	Email 1	Email 2	Call 1	LinkedIn Connect	Email 3	Call 2	Email 4	Call 3	Email 5	LinkedIn InMail	Email 6	Call 4	Comment on LinkedIn Post	Email 7	Call 5
Sailpoint	Joe Gottlieb	Jan 18	Jan 19	Jan 19 - no vm	Jan 20	Jan 21	Jan 21	Jan 24	Jan 24 - no vm							

Use colours to assist with documentation. For example, if you received a 'no' highlight the row in red. If you received a referral, highlight the row in yellow. You can use conditional formatting to assist with this.



Bonus Content:

Don't forget to nurture those leads

TAKING YOUR OUTREACH STRATEGY TO THE NEXT LEVEL



LEAD NURTURING

- **Lead nurturing** is the building and maintaining of effective and strategic relationships with individuals who are not currently ready to expand, or could present as ideal prospects in the future.

Between 30-50% of leads aren't ready to buy when they first inquire about your business, but 75% of those leads will become sales ready within 12 to 18 months.

Source: Gleanster "Measuring the impact of Lead Nurturing on the Sales Pipeline" (2010)



LET US HELP YOU WITH YOUR OUTREACH STRATEGY

- Improve the quality of your cold outreach and reduce outreach prep time.
- The Gazelle.ai team works to provide you with curated leads with 3 different programs tailored to your specific needs.
- Tailored outreach approached via email and LinkedIn that you and your team can use to reach out to reach and engage projects contacts.

The graphic features a dark purple background with a network of white lines. At the top right is the Gazelle.ai logo. Below the title are three white boxes with rounded corners, each containing a program name. A blue ribbon with the text 'HIGHEST IMPACT' is positioned over the 'QUICK START OUTREACH' box. A central purple banner contains the text 'CONTACT THE CUSTOMER SUCCESS TEAM FOR MORE INFORMATION ON OUR NEW RESEARCH ASSISTANCE PROGRAM'. Below this are three white boxes with rounded corners, each containing a program description and a list of features. At the bottom left, there is a small disclaimer in white text.

Research Assistance

GAZELLE.AI

HIGHEST IMPACT

CAMPAIGN READY LIST

CURATED LEADS

QUICK START OUTREACH

CONTACT THE CUSTOMER SUCCESS TEAM FOR MORE INFORMATION ON OUR NEW RESEARCH ASSISTANCE PROGRAM

Ideal for large email driven campaigns

- Includes up to 125 companies per month
- Build a campaign ready list based on 1 set of criteria
- At least 1 senior level verified email address

Ideal for teams who want to have a regular influx of new curated leads

- Includes 50 companies per month
- Every lead is verified and vetted by our research team
- Leads identified in any of your areas of interest
- At least 1 senior level verified email address
- Add bundles of 50 for \$400/month

Ideal for teams who want to maximize outreach effectiveness and efficiency

- Includes 50 companies per month
- Conversation starters based on our proven approach to cold outreach
- Personalized templates for 3 emails, 1 voicemail and 1 LinkedIn message per company
- Add bundles of 50 for \$700 / month

Improve cold outreach results and effort by more than 75%

All content will be provided via an Excel Spreadsheet or Word Document depending on offering.
Requires a standard Gazelle.ai license for at least 1 user
*Minimum 3-month subscription

TAKING YOUR OUTREACH STRATEGY TO THE NEXT LEVEL



SAVE THE DATE

DATE: May, 2022

TIME: 8:30AM / 11:30AM EST

TOPIC: IMPORT GENIUS IMPORT/EXPORT DATA



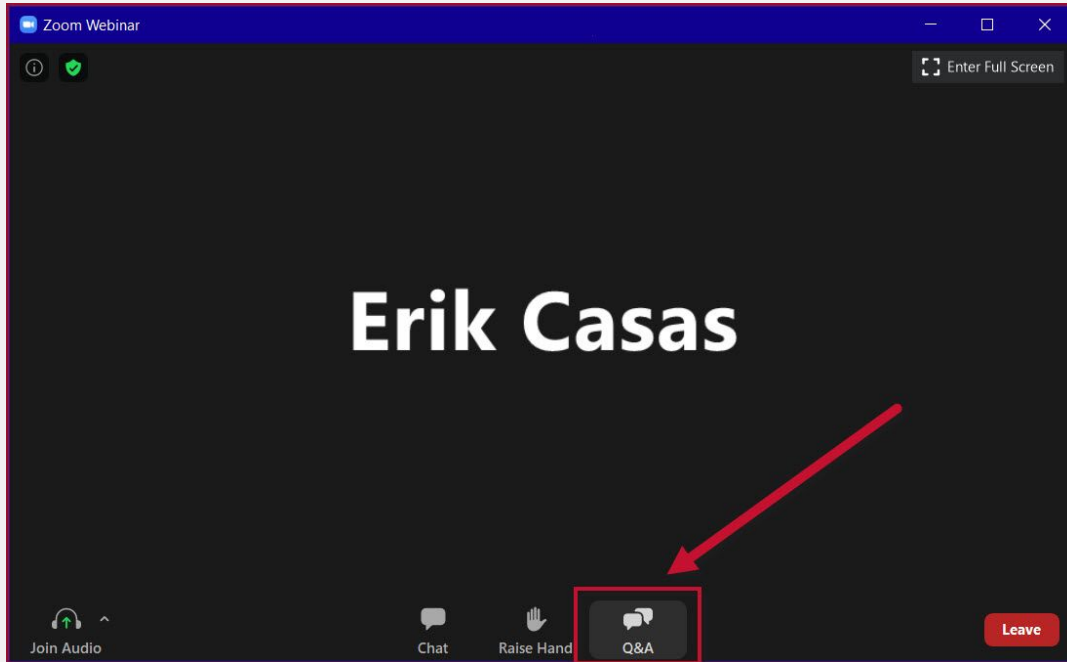
TAKEAWAYS

- ➔ Use Gazelle.ai to Select Your Targets Wisely
- ➔ Customize Your Approach to Every Prospect
- ➔ Be Persistent
- ➔ Nurture Every Opportunity (Bonus Slides)



QUESTIONS?

HOW TO SUBMIT A QUESTION



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TAKING YOUR OUTREACH STRATEGY TO THE NEXT LEVEL

THANK YOU!



Janelle Mansfield
VP Customer Success & Customer Experience



jmansfield@gazelle.ai

TAKING YOUR OUTREACH STRATEGY TO THE NEXT LEVEL



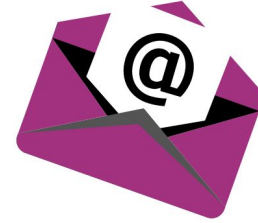
A hand holding a white envelope with the text "Sample Templates" overlaid on it. The background is a blurred image of a person in a white lab coat.

Sample Templates

TAKING YOUR OUTREACH STRATEGY TO THE NEXT LEVEL



THE FIRST EMAIL - SAILPOINT EXAMPLE



Subject: {insert name}, our region can support your innovation

Hi {insert name},

I recently came across an article from Forbes written by Grady Summers, it spoke about Sailpoint's commitment to staying ahead of your customer's security needs and innovating beyond traditional identity security for the modern workplace. As the company expands and looks at ways to strengthen its product offering while maintaining its position as an industry leader, I encourage you to consider Dresden for your investment. As Sailpoint continues to build out its technology, I want to ensure you are aware of the benefits to investing in the region. Innovative companies like yours are expanding to Dresden where they can access a growing technology hub, regional economic incentives, and a prime location, which are critical as Sailpoint builds out its technology.

Do you have 15 minutes over the next couple of weeks to discuss Sailpoint's expansion projects and how Dresden may be an optimal fit for global investment? I'm happy to share other North American companies that have invested in Dresden and the financial incentives available.

Please let me know when the best time is to connect it.

Kind regards,



THE SECOND EMAIL - SAILPOINT EXAMPLE

Subject: Re: {insert name}, our region can support your innovation

Good morning {insert name},

I just wanted to follow up on my previous email about Sailpoint's growth plans and the opportunities available to support your business in Cyprus. I'd love to explore this further with you.

I'm available next {insert day of the week} if that works for you.

Warm regards,



YOUR THIRD EMAIL - SAILPOINT EXAMPLE



Subject: Re: {insert name}, our region can maximize your investment

Hi {insert name},

I hope you're doing well today. I'm wondering if you've had a chance to consider my previous emails. With Sailpoint's commitment to innovation and promising growth trajectory, I think Invest Cyprus can further support these initiatives through our strong talent pool, relocation incentives, and growing tech hub. Are you available early next week for an introductory discussion?

Thank you,



VOICEMAIL

SAILPOINT EXAMPLE



Hi [contact's name], this is [your name] from Invest Cyprus. I want to chat with you about how we can support Sailpoint's growth plans through investment in Cyprus. Cyprus is supporting foreign investment with companies like Sailpoint through innovative incentives, a strong financial and tech sector, and skilled labour. I would love to talk soon to further explore a potential fit.

You can reach me at [your phone number]. Thank you!



LINKEDIN MESSAGE - SAILPOINT EXAMPLE

Subject: {insert name}, Sailpoint's innovation is impressive!

{insert name}, I recently read a Forbes article by Grady Summers and became intrigued by Sailpoint's growth and commitment to innovation. I thought you may be interested in a short conversation around how investment in the country of Cyprus can support your growth initiatives through regional economic incentives, a prime location, and access to a major technology hub.

Do you have 15 minutes next week for an introductory call?



Bonus Content:

Don't forget to nurture those leads

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GOAL OF NURTURING



Educate



Understand



**Establish and
Build Trust**



Build Awareness

**Companies that nurture their leads get 45% + lead generation
ROI than companies that do not.**



NURTURING STRATEGIES

- Most business development professionals follow-up with only 20% of their leads.
- It would be a mistake to ignore the 80% of leads that don't qualify as "follow-up worthy" today (SiriusDecisions). These prospects will go on to become your, or your competitors' clients within 24 months.
- Nurturing is an integral part of the engagement process. Nurtured leads produce a 20% increase in closed/wins versus non-nurtured leads. (Source: DemandGen Report).
- Nurturing is the "safety" net for every stage of the buying cycle, helping ensure that no opportunity is missed.

TAKING YOUR OUTREACH STRATEGY TO THE NEXT LEVEL



NURTURING STRATEGIES

82%

of leads say content targeted to their specific industry is more valuable

49%

say the same for content targeted to their company size

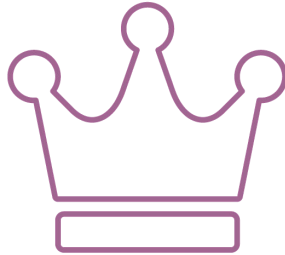
67%

say content targeted to their job function is more valuable

29%

prefer content targeted to their geography

(Source: MarketingSherpa)



CONTENT IS KING

Leads are 5X more likely to engage if you use relevant insights about their business.



NURTURING STRATEGIES

- Make content valuable, not self promotional
- Deploy solution-oriented materials:
 - Market Supplier Analysis
 - Workforce Analysis
 - Strategic Analysis & Research
 - Site and Community Tour Planning
 - Permitting facilitation
 - Subject matter experts to support projects
 - Facilitate meetings with key stakeholders
 - Case studies from the same industry
 - Peer reviews from the same industry
 - Relevant benchmark data
- Content aligned to position in funnel

Relevant
Communication Drive

18X

More Revenue Than
Broadcast Emails

