

Outbound Sales Handbook



The Growbots team is happy to present our newest guide that should help you achieve great results with our app. You will not find all the knowledge about the perfect sales process here, because it always depends on the context, target and your business case, but this guide is a great start with your outbound efforts.

Always start with the best possible subject line, to make your prospect open your message. You can read more about it [here](#).

Then, you need to know the most important fact:

PEOPLE READ EMAILS FOR NO LONGER THAN

7 SECONDS

AND IF THEY'RE NOT INTERESTED,
THEY'RE NOT GOING TO **READ THE REST.**

That's why you have to put your point in the first few sentences, and the vast majority of your personalization should be included right there. You need to get your prospect interested at the very beginning because this is the only factor that is going to make them read the rest.

For example:

Hi Chris,

I was going to reach out to Greg, your CEO, but realized that you, as a Head of Sales, are a better point of contact regarding this.

As you can see above, we have three types of personalization in the first sentence:

- ▶ Name
- ▶ Reference to a colleague
- ▶ Job position

At the very beginning of your message, your prospects can see that you did great research, and you're sending a handwritten message instead of a generic one. Moreover, the first few words can be seen before even opening the message, next to the subject line, that's why they should be engaging.

You have to keep in mind, that with cold email, you're very often interrupting somebody's work, that's why it should be as simple as possible. Sometimes people don't even read your email, so something has to resonate at first glance, and over anything else, it should be short. Bullet points are highly welcomed. Prospects are not going to put any effort into reading your email because they're busy, and they have only a few seconds to read your message, that's why...

THE MESSAGE HAS TO BE WRITTEN IN THE 5TH GRADER LANGUAGE.

If you want to get to know how complicated your message is, you can use [this tool](#), which tests the readability of your work.

Also, people are skeptical about anything new, because they think, that nowadays if they need something, they would know about it and they can google it. That's why instead of trying to sell in the first message and make marketing awareness of your product, you should **start the conversation.**

EACH TIME YOU'RE SENDING COLD EMAIL, YOU SHOULD AIM TO START THE CONVERSATION.

The most important thing about a cold email is its structure. It should contain three paragraphs:

- ▶ Why you?
- ▶ Why now?
- ▶ Call to action

Below you can find a great example of cold email structure:

- ▶ **Opening line** - try to build common ground here, give some context to your message.

(Our example: ' I'm reaching to you because you're a sales leader, or I'm looking for the person responsible for sales')

This is the **Why you?** section, here you should use as much personalization as possible, and explain why you're writing to this particular person (e.g. he's responsible for sales).

- ▶ **Pitch** - This is the answer to the question, Why you'd like to work with us now? You should put urgency here. The best possible pitch is asking the right questions, high impact questions. I'm not telling you about my competencies, I'm not telling you that I'm the consultant, but I'm informing you about something new.

(Our example: ***Did you know that government is launching new regulations?***)

This is the **Why now?** section, here you should put the urgency, and explain why it is important to buy your product at this particular moment.

► **Call to Action** - use one, strong CTA to clearly say what you want your recipient to do with your message - e.g. schedule a call. (Our example: 'Can you jump on a quick 16-minute call this week to explore this?') This section should be as direct as possible.

In each email, you should have a different call to action but only one at a time! Consider using [Calendly](#) - it may change the way you schedule meetings completely!

Your campaign should tell a story, even in the third email, your prospect should be able to understand why you are reaching out to them only from that one email, and it should make a logical progression. Make clear expectations, e.g. we're going to have a demo, and we're going to show you all the features, etc.

And the last thing is to show emotions. You should show that you're human. If you're happy, show it. If you're upset, show it, but slightly. Try not to be generic because it has to be personal.

With this knowledge, you have a great background to starting your outbound sales. If you need any explanation or further help, your dedicated Customer Success Manager will be happy to help!