

Prospecting Framework



CEO of Jointflows
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Prospection KPIs are **Decreasing**



Problem 1

There is a finite amount of channels you can use to prospect new clients and a finite pool of prospects you and your competitors go after.

Problem 2

Prospection technology has become commoditised. Everybody use the same methods to target the same people.

Problem 3

Typical sequencing are rigid and unproductive. They are limited by their shape (linear) and their requirements (Step B can only be done when step A is successful).

Your typical sequences are failing you.

Sequencing is outcome based.

This means there is a binary relationship between each step in the sequence.

Do B when A is successful.

Do C when B is successful.



* Illustrative Outbound Sequence

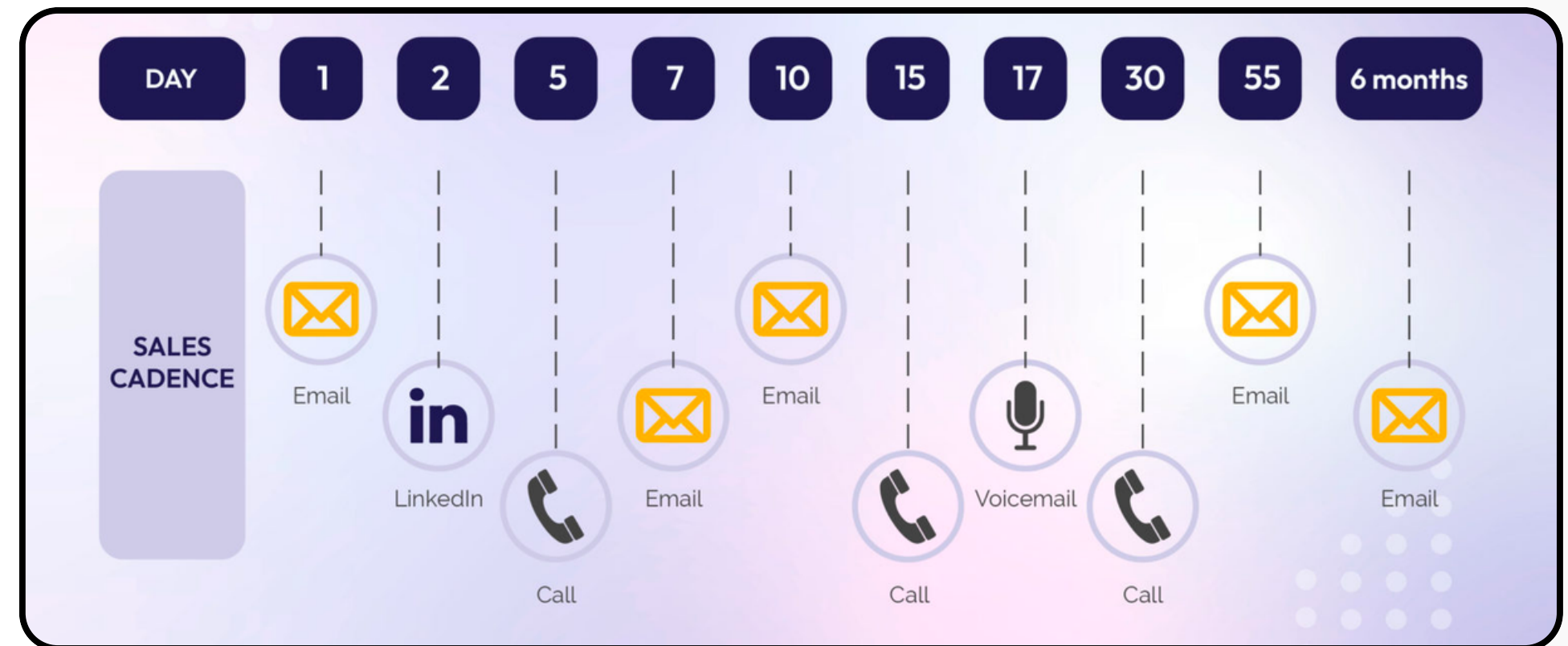
Their rigidity is preventing their own success.

For written tasks:

No issue.

The performance is low. But the success of the tasks is based on the task being delivered:

- *Email sent,*
- *LinkedIn Connection made,*
- *Message sent.*



* Illustrative Outbound Sequence

Their rigidity is preventing their success

For verbal tasks:

Big issue.

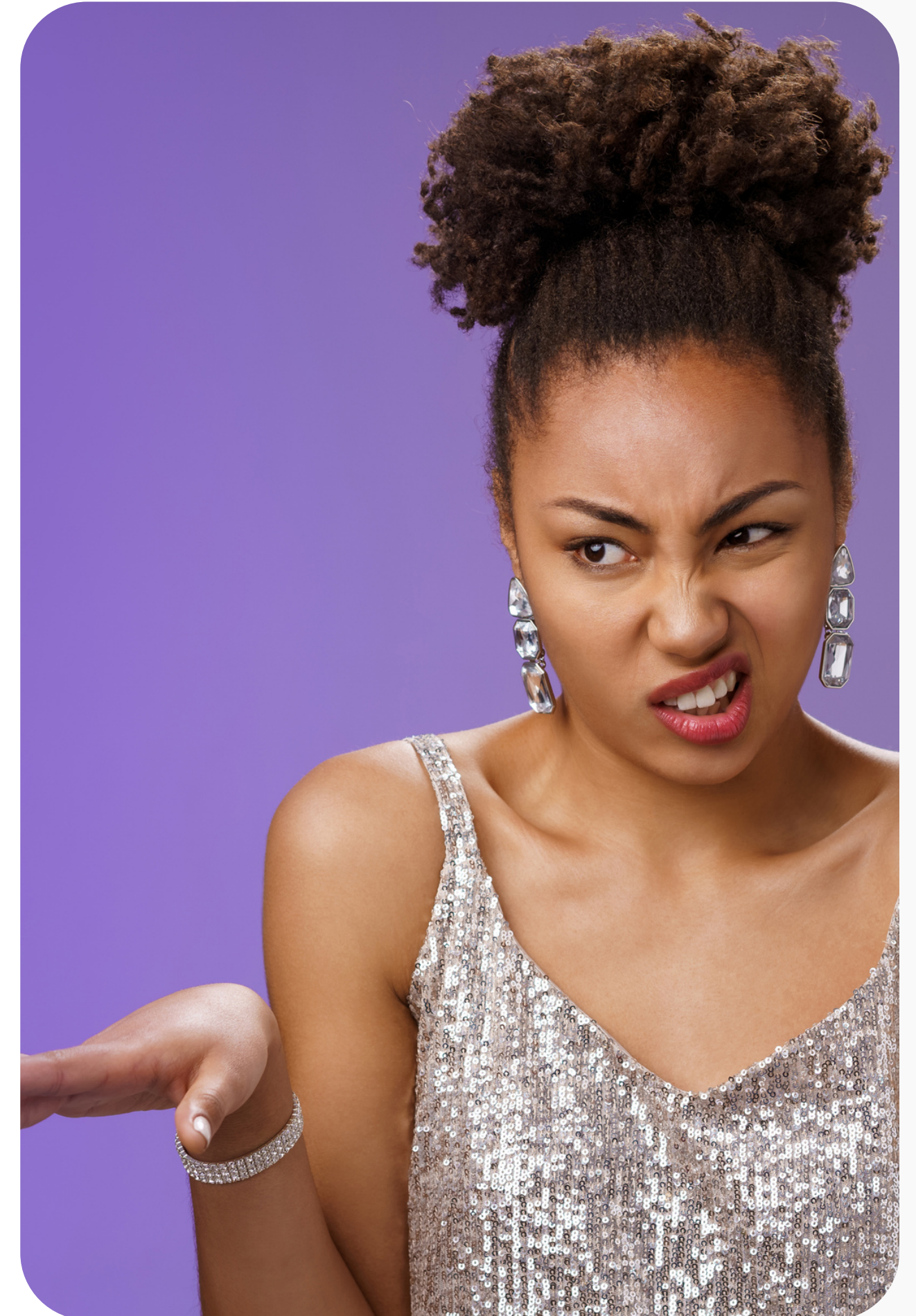
Since the task outcome determines, a manual decision needs to be made on human-performed tasks (calls):

- **Call connected (<1% chance of success):**
 - *Option 1) Progress to next step*
 - *Option 2) Stop the sequence*
- **No connect**
 - *Option 1) Skip task and progress to next step*
 - *Option 2) Reschedule task and stop sequence progression*

This is the #1 reason why Sequences are not performing

Building dependencies between calls and emails will:

- **either** *block the progression of the sequence,*
- **or** *lowers the multichannel value of the sequence.*



So how do you
solve this?



Step by step guide:

1. Create a list
2. Use this list to
 - a. Create a sequence (A) with **only written** steps:
 - i. Email
 - ii. LinkedIn
 - iii. Sms
 - b. Create a separate sequence (B) for **calls only**
3. Run the 2 sequences in parallel until
 - a. Sequence A finishes
 - b. Sequence B connects to the target



Wanna go further?

Instead of scheduling your cold calls through a sequences,

Use a parallel dialer.

This will get rid of even more dependencies and boost your productivity 10x.

This is what we do at Jointflows.

We book a **meeting every 22 minutes.**



Message me if
you have any questions



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