

Prospection Playbook



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Step 1

Define ICP Criteria

Select some criteria you can use as filters in your list builder, e.g.:

Company:

- Size
- Location
- Growth Stage

Step 2

*Define and split
your ideal persona
in 2 groups*

Create an “Above The Line” (ATL) list.

These people are decision makers for the product you sell.

They are harder to access but have a great amount of power and influence within their org.

Create a “Below The Line” (BTL) list.

These people are potential users of the product you sell.

They are easier to access but have little decision power.

They do however have a lot of insights they can share about their business health, needs and operations.

Step 3

Create 2 Cold calling lists

Call each list on a 2-day interval

WEEK 1

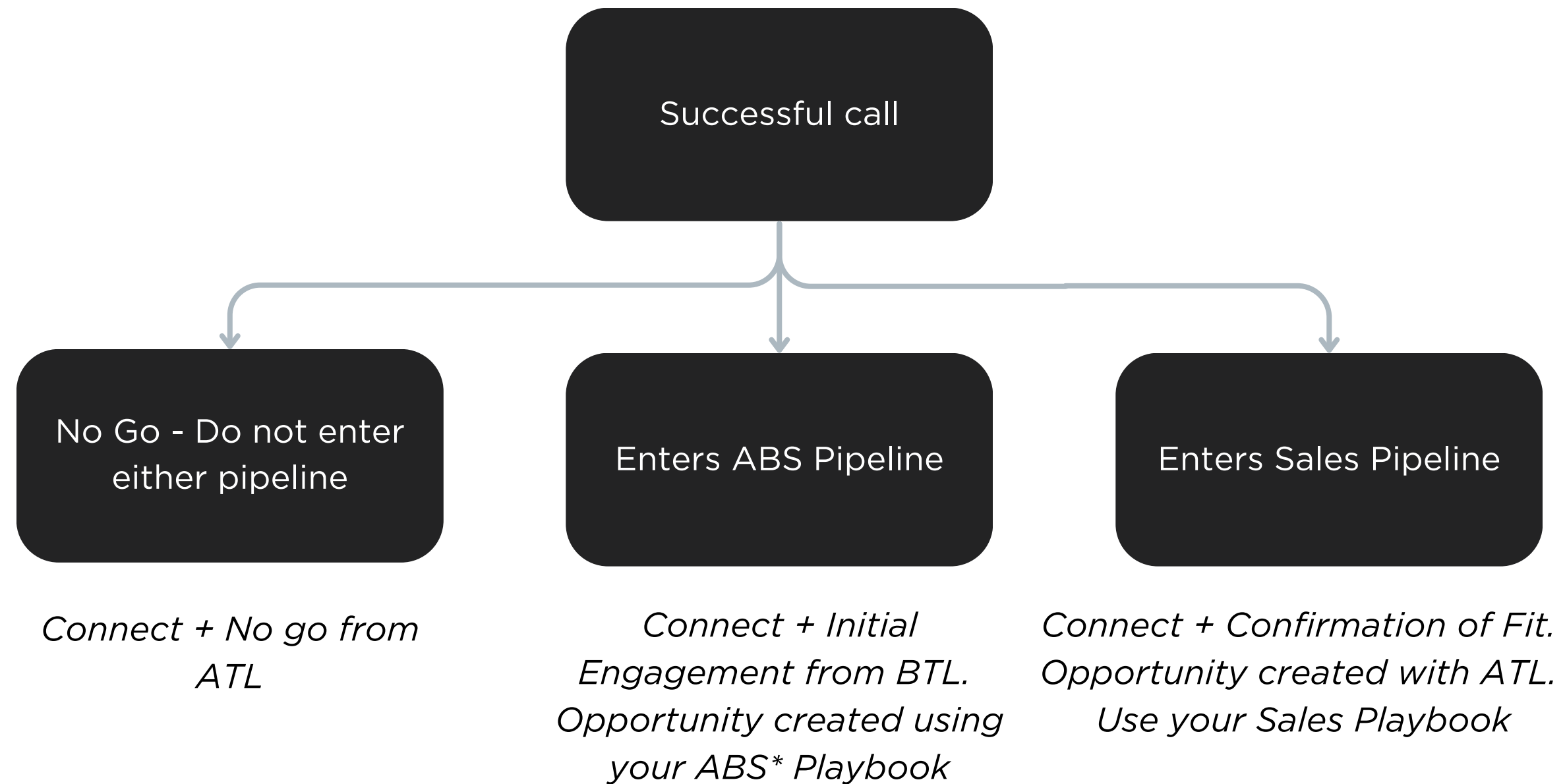
Mon	Tue	Wed	Thu	Fri
ATL	BTL	ATL	BTL	ATL

WEEK 2

Mon	Tue	Wed	Thu	Fri
BTL	ATL	BTL	ATL	BTL

Step 4

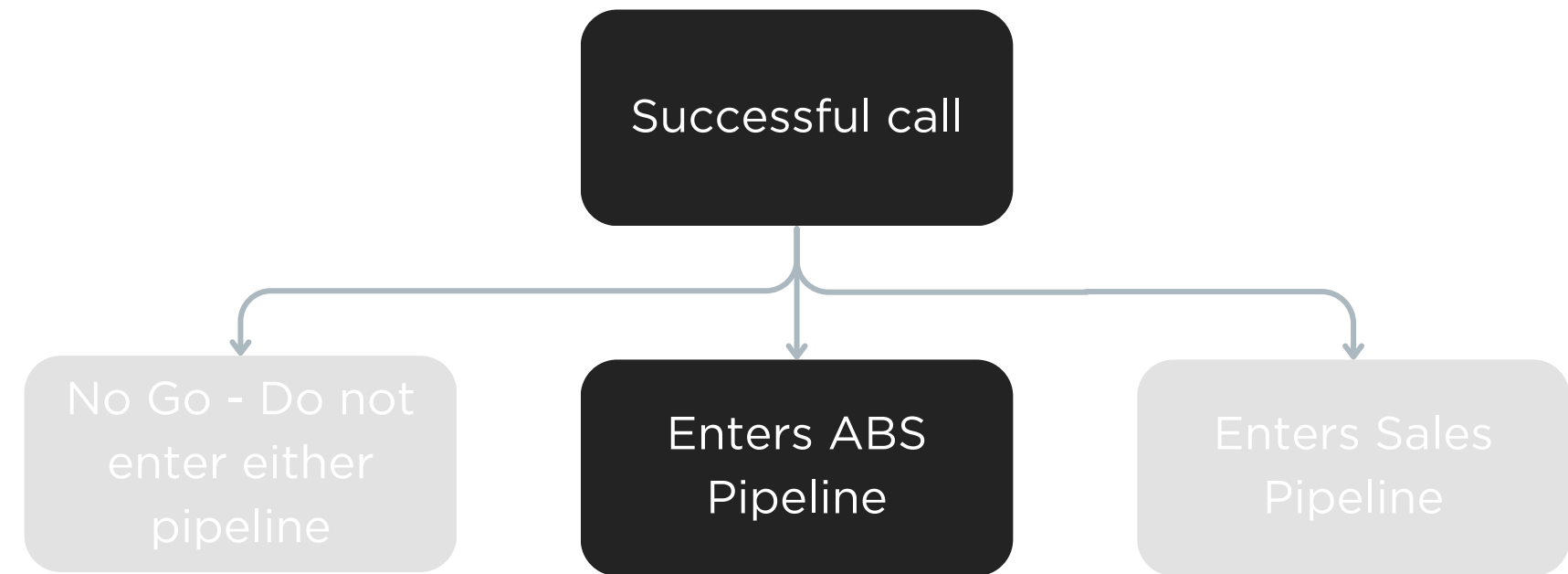
Successful Call Outcomes



**ABS = Account Based Selling*

Step 4

ABS Playbooks

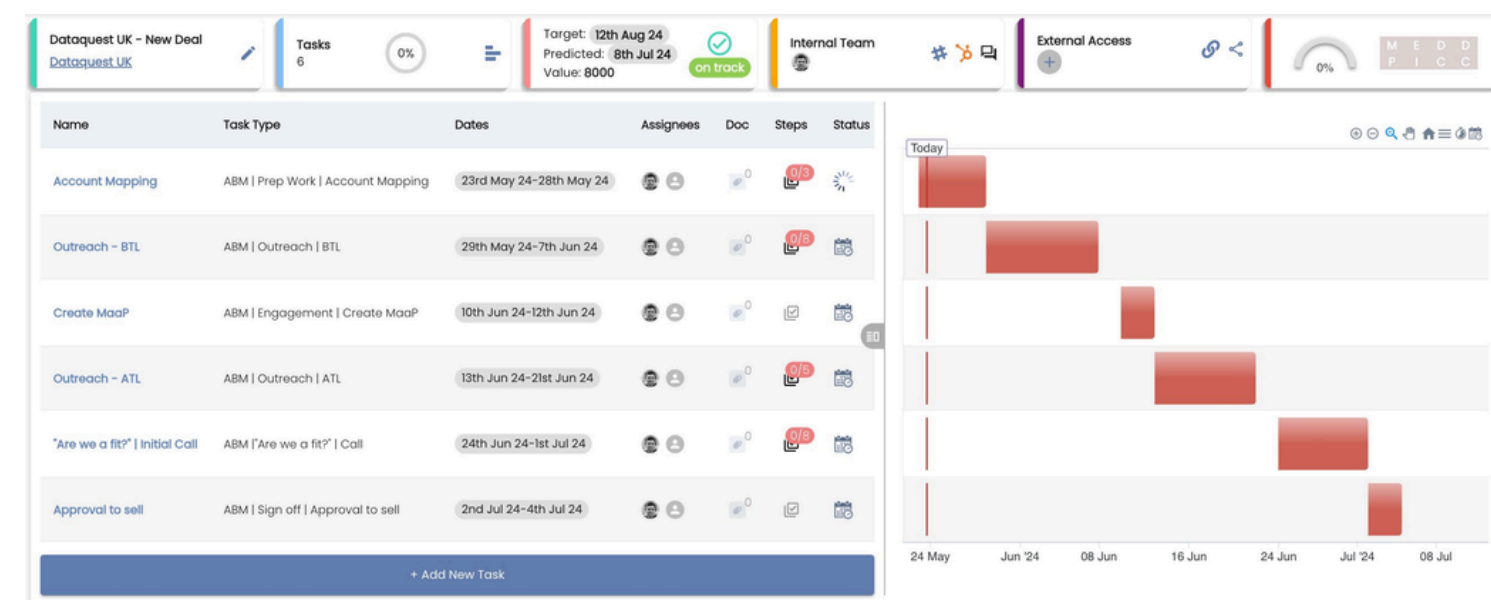


Opportunity created with BTL.

Use your ABS Playbook.

The goal is to keep on mapping the account to create more and more “evidence of the problem” you can present to an ATL.

Jointflows structures and automates the tasks for you:

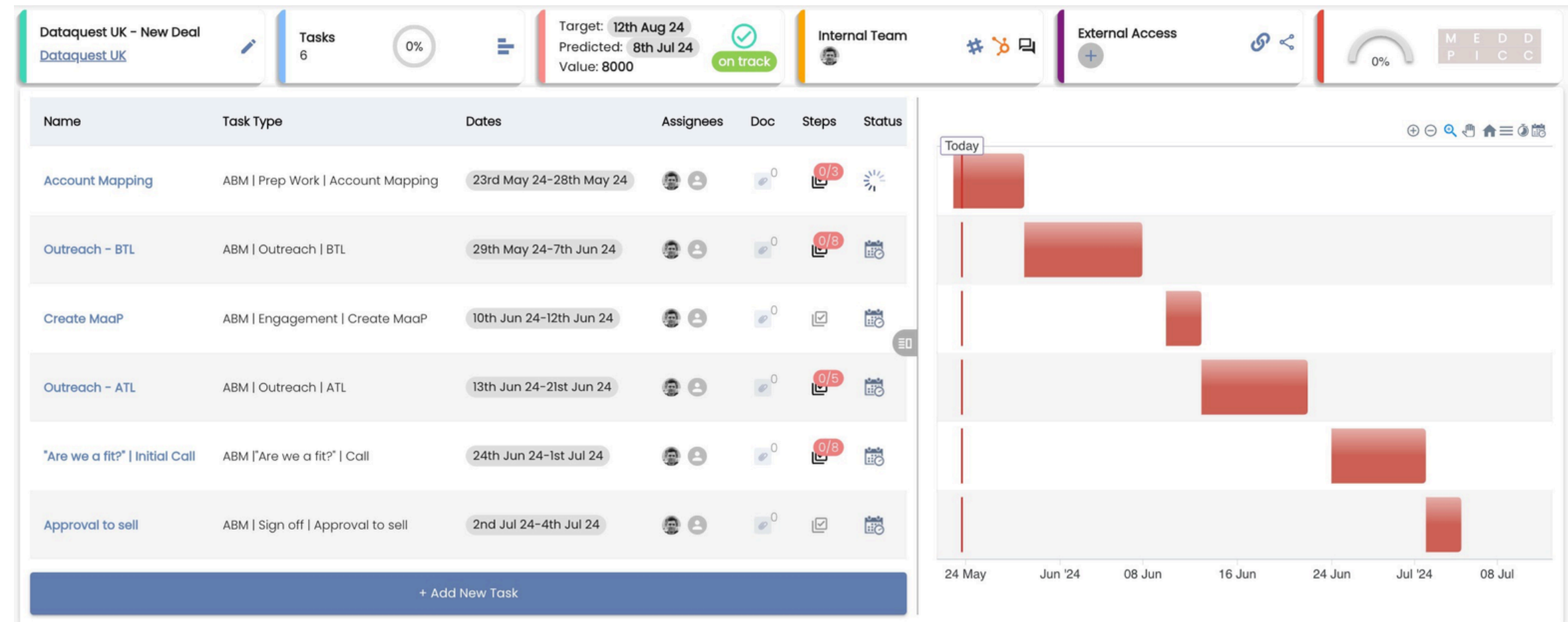


Jointflows automates, orchestrate and forecast your
ABS playbooks.
It typically accelerate progress by 3x.

[BOOK A DEMO HERE](#)

Step 4

*Use Jointflows to
accelerate*



Message me if
you have any questions



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