

How to Build a Strong Sales Pipeline: Prospecting Tips That Work



Hosted By: Lauren Bailey

Sales Shots served from **THE BAR**



RESULTS YOU CAN EXPECT!



20% more calls > 10:00
35% more call backs

**21% increase in
close rates!**

46% increase in
BDR/SDR conversion
Stage 1 to Stage 2!

**(Company record in
meetings accepted)**

100% INCREASE in ACV

**Double the
price per unit!**

Sales Training's Best Kept Secret

Award-Winning Customizable Sales Training Content From The Outside + Your Knowledge From The Inside = 🔥



Train the Trainer. Unlimited Tools & Content. Soft Copy Workshop Materials

JOIN US AGAIN!



30-minute

Tip-rich

Served Monthly

Rep, Manager, Leader

Free!

Upcoming Workshops

- 5+ Sales Coaching Tactics Top Managers Use Today (and How AI Helps) - February 10th
- 5 Ways to Modernize Your Consultative Selling - March 18th

Register: factor8.com/shots/

What Percent of Sellers Say Prospecting is the WORST Part of the Job?

64%



of sellers
hate
prospecting

- ZoomInfo

What Percent of Buyers Say They've Accepted Meetings After Several Cold Calls

82%



of buyers say
yes to cold calls

- RAIN Group

**Buyers will choose to work with sellers
who are 1st to add value**

74%



**Go with First To
Add Value**

- Corporate visions

SALES SHOT #1



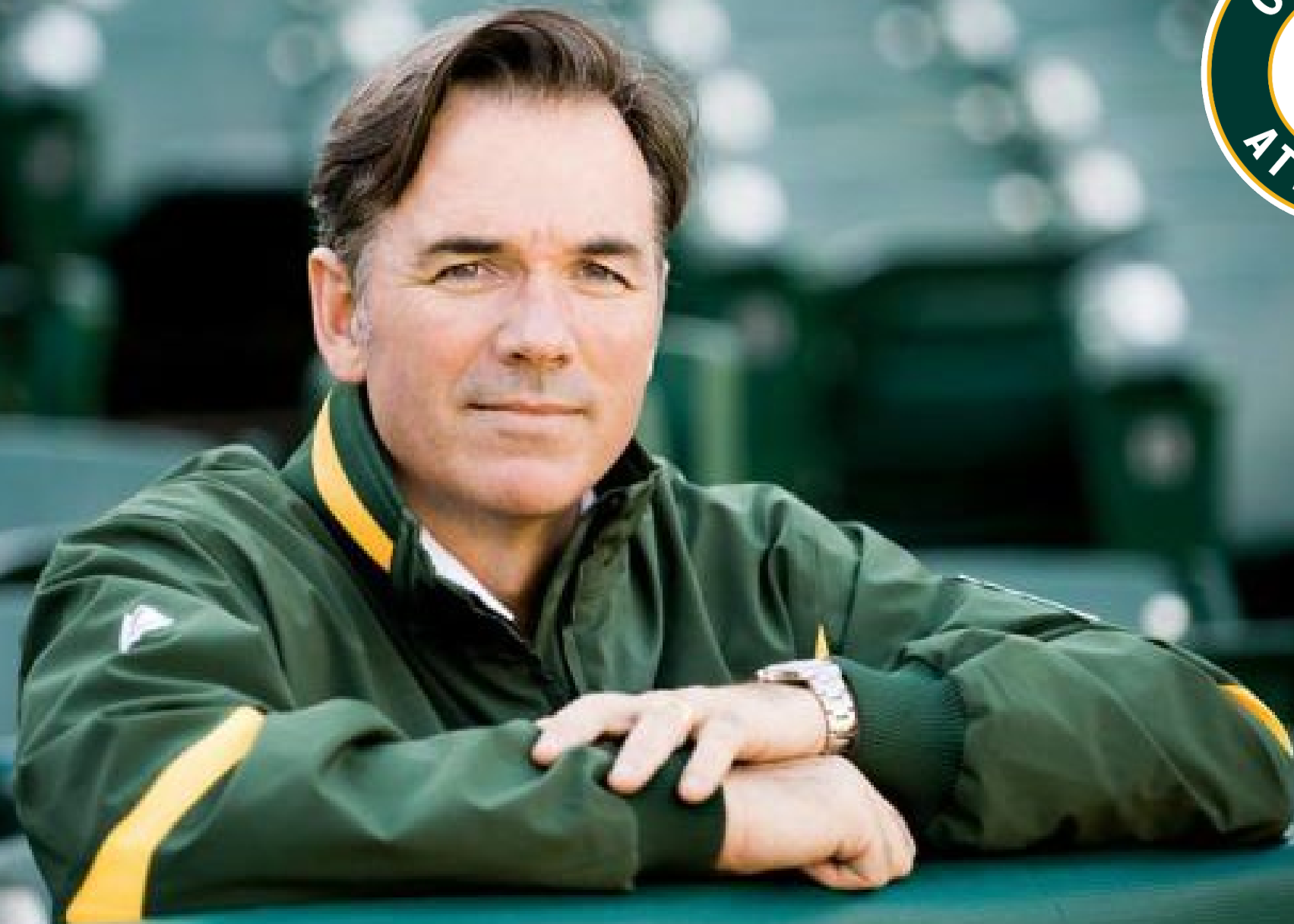
Get It

www.factor8.com

The Goal of Prospecting Outreach Is . . .

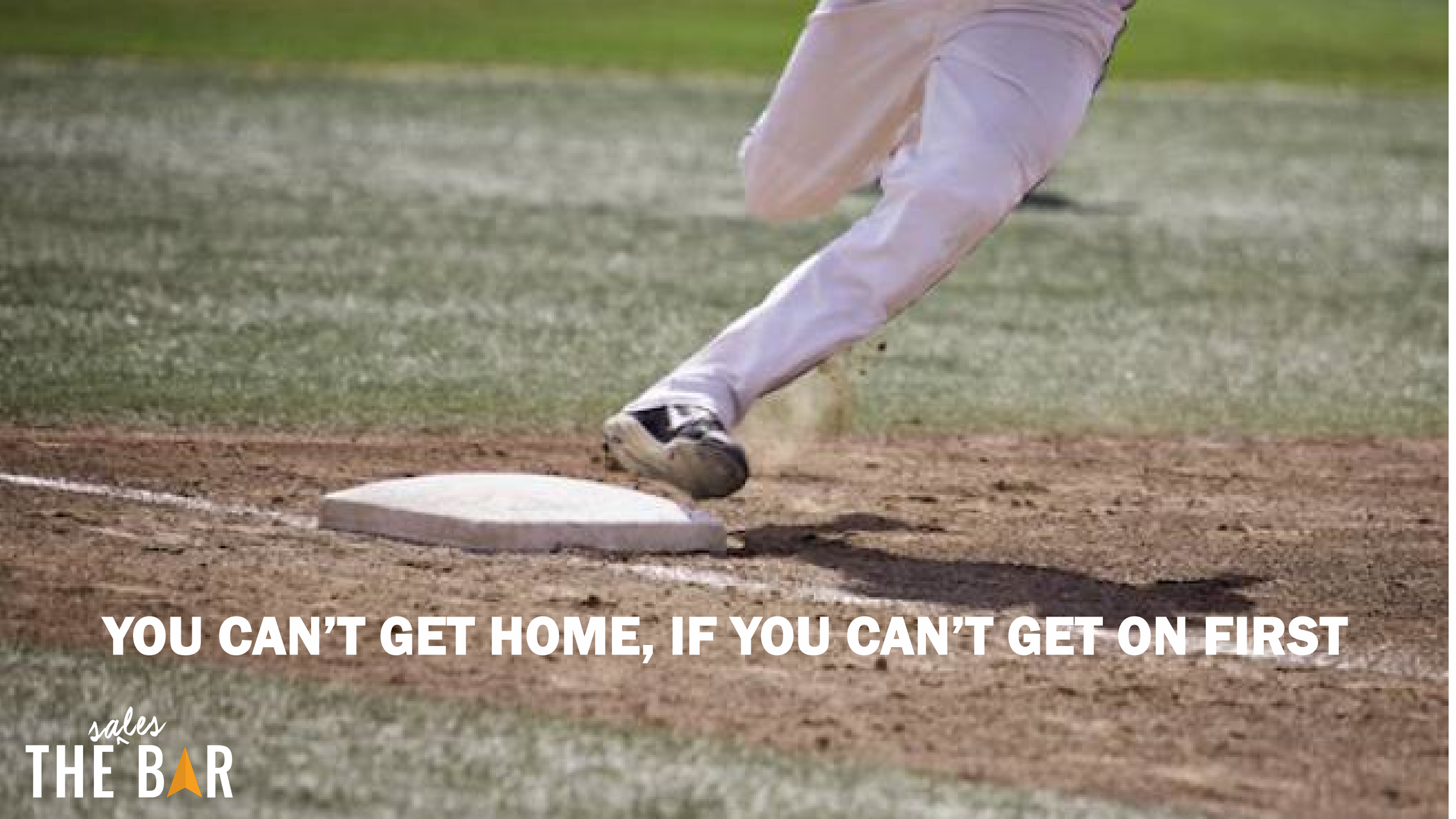
A Conversation

MONEYBALL



MONEYBALL





YOU CAN'T GET HOME, IF YOU CAN'T GET ON FIRST



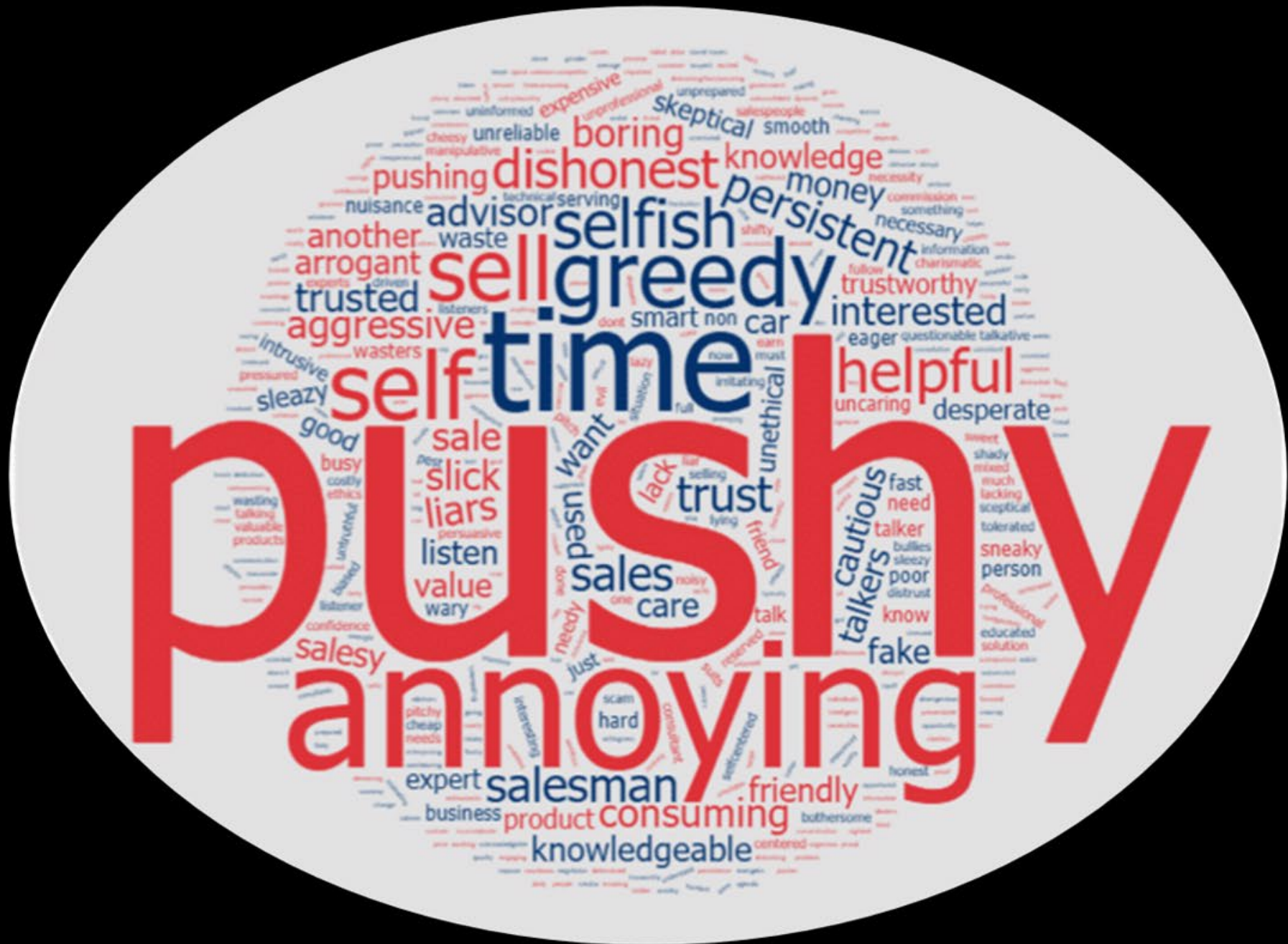
YOU CAN'T GET HOME, IF YOU CAN'T GET ON FIRST



Prospecting Emails Voicemails & Intros

Are Not The Time To
Start Selling!

- ◆ Value Props
- ◆ Customer References
 - ◆ Case Studies
- ◆ Discovery Questions





Fast to read

Fast to respond

Fast to understand

Fast until they rely

Fast to think of an answer

Easy to read

Easy to respond

Easy to understand

Easy to reply

Easy to think of an answer

EXTRA SHOT

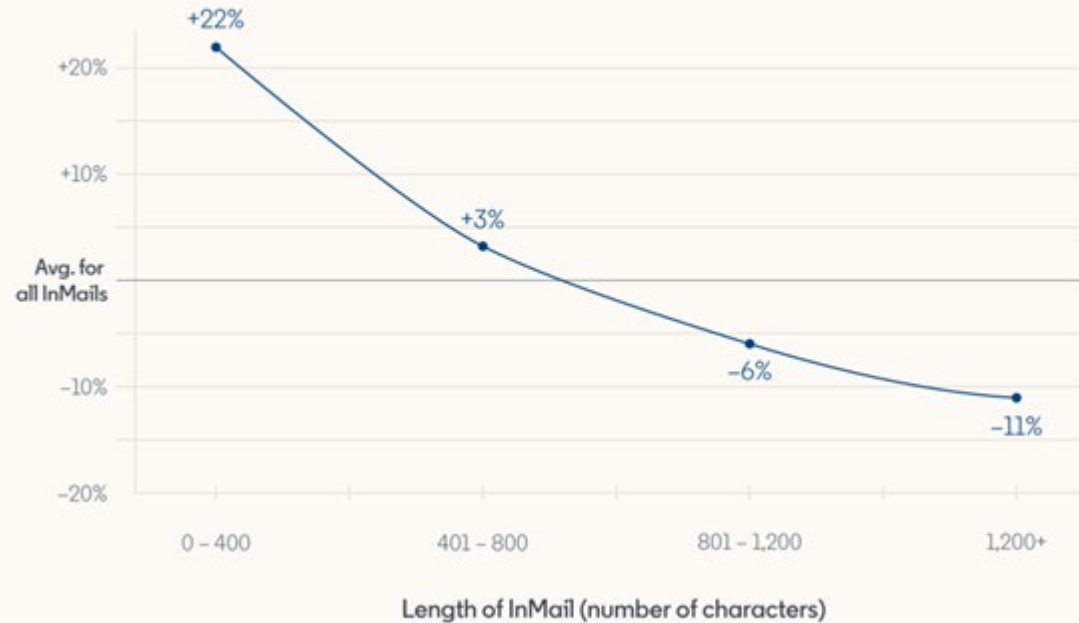


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Shorter is Better

Shorter InMails get better response rates

Response rates for different lengths of InMails compared to the overall average rate



Insights from LinkedIn



**GET ON
THE
PHONES!**

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**SALES
SHOT #2**



Just Do It

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What I Do vs. What Works



**WHERE MOST REPS
FOCUS THEIR OUTREACH**

EMAIL



**WHAT ACTUALLY CONVERTS
(MEETINGS, DEALS, ETC.)**

PHONE

A close-up photograph of two hands clasped together in a firm grip. The hands are positioned diagonally across the frame, with the fingers of one hand interlocking with the fingers of the other. The skin is a warm, golden-brown color, and the texture of the skin is clearly visible. The background is a solid, deep blue color. The text "Differentiator:" is overlaid in white, bold, sans-serif font in the upper right quadrant. The text "HUMAN CONNECTION" is overlaid in a larger, white, bold, sans-serif font across the center of the image.

Differentiator:

HUMAN CONNECTION

BONUS CHASER

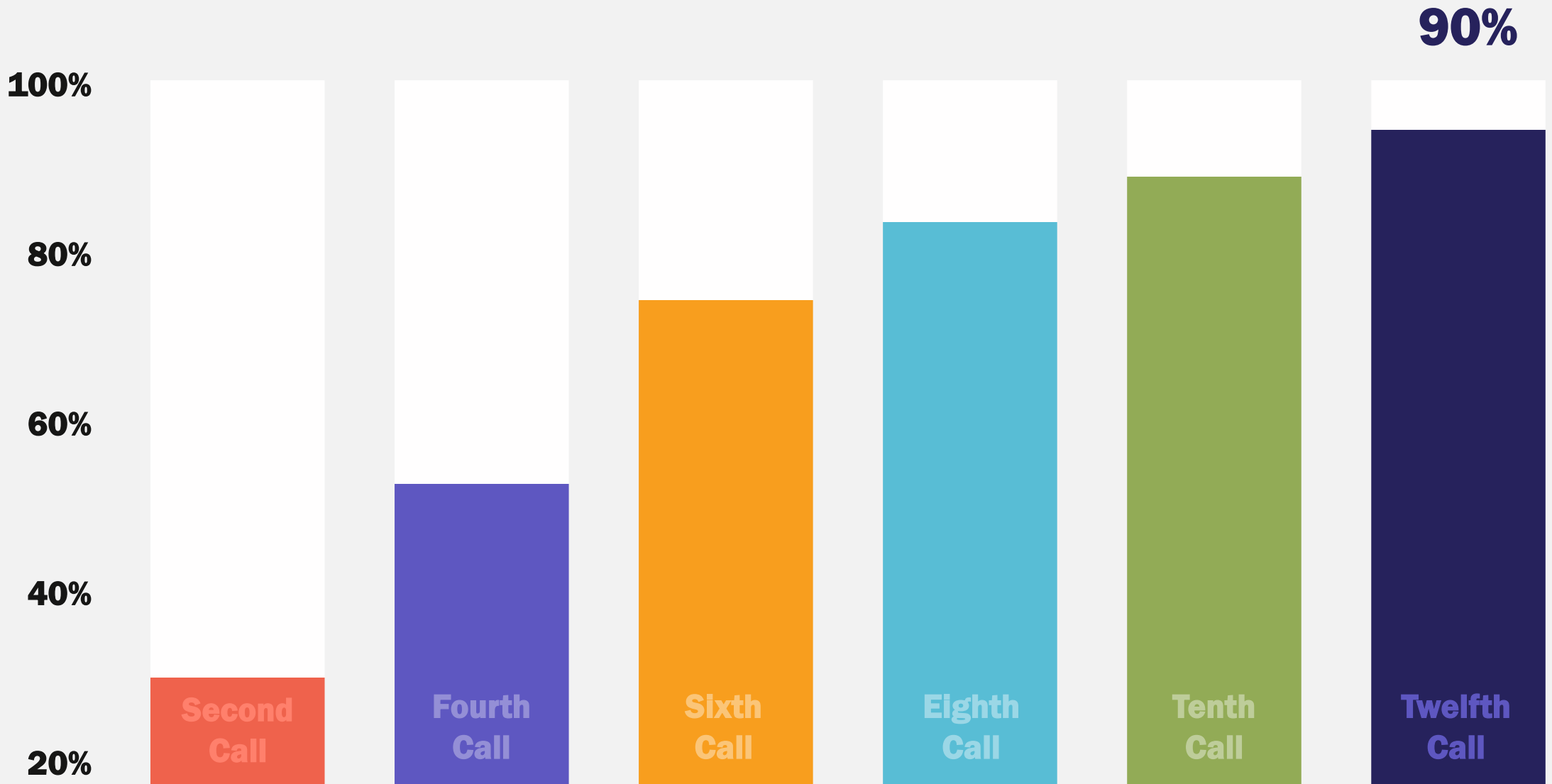


Hard to Swallow

5 %

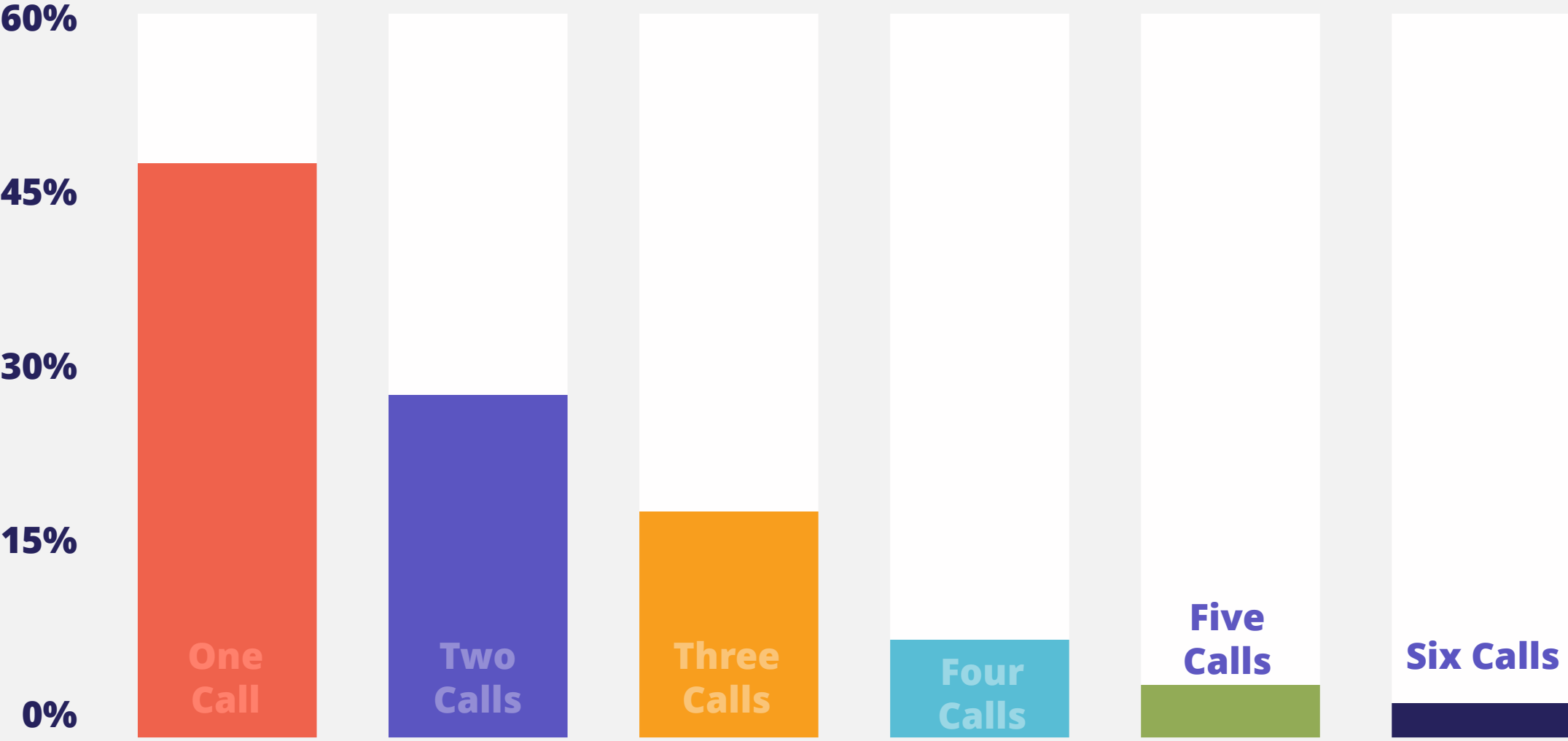
Average
response rate
for a cold call /
email

It's Tough Getting A Hold of DM's



Average Attempts Made By Sellers

Most Sellers Give Up Too Soon



When Should I Call?

- Best Days to call: Tuesdays, Wednesdays & Thursdays
- Best Times to call: 8-9 am & 4-6pm (local time)
- Reaching Executives: Before 8:30 and after 5pm
- Fridays late afternoon

SALES SHOT #3



Wait for it!

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Qualify Your List

A B C D

1. Top Potential / ICP
2. Missing 1
3. Has 1
4. Dead

THE KEY TO ACCOUNT QUALIFICATION IS:



S **P** **E** **E** **D**

Sales Account Qualification

**What are the 3 Characteristics of
An "A" Lead?**

Sales Account Qualification

Now convert into 3 questions
a sales rep or receptionist can
answer

Hi. This is Lauren with TTI. I'm doing research on the industry to learn how I can help. How many salespeople work at your company? Are you hiring in that department? Did you take an assessment before you got an interview?

Find A Leads.

Call 12 times.

Always Leave a Message.

LEAVE A MESSAGE



SALES SHOT #4



Shhhhh

www.Factor8.com

Good Voicemails:



Are Under
10 Seconds



Pretend It's
Your BFF

Motivate a call
back with:

- ✓ Urgency
- ✓ Mystery
- ✓ Value
- ✓ Lever

*Take Messages That Get Returned in The Sales Bar!

4 Voicemails That Leave Them Wanting More



Lever



Mystery



Urgency



Value
(A SWIFT
Voicemail)

Which Is Better?

A

Hi Mark!

”

It's important we talk right away. Get me at 555-394-1212

B

Hi Mark,

”

I'm calling to let you know about our special this month. We're running 20% off all new training clients who buy at least 20 hours of training. We guarantee at least 10 points lift in conversion rates. Call me...



Shameless Plug
Shot



3x
More
Returned
Voicemails

Factor 8
Clients
Who've
Taken
Messages
That Get
Returned
In The
Sales
Bar

EXTRA SHOT



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Never Bring Up Previous Outreach

*Sure they ignored you 10x. Smile like it's
the first and be ready to use the guilt!
You're just proving you want it!*

SALES SHOT #5



Don't Think Ahead

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Prepare Less

- Call Goal:** Entice to Meeting 1
- Best Case:** Have Meeting 1
- Likely Case:** Voicemail
- The Key:** **SPEED!**

Be Ready With:

1

My Call Goal

2

My SWIIFT Introduction

3

My Voicemail

4

My Qualify And Explore Questions

5

My Rapport Builder

What Do I *(Really)* Need?



Prospect's Name

X

Likely Solution Match



My Value

X

Ready Case Study

X

Pricing

X

Prospect's Job History



My Call Intro



Voicemail

Group Research



GROUP



INDIVIDUAL

My Rapport Builder

SALES SHOT #4



Shot Ski!

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Bonus Chaser!



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Group Leads When Prospecting

1. CRM History
2. Trigger Event
3. Profile/Demographics
4. Offer
5. Location
6. Social Connection

Prospecting Daily Schedule



Return money messages



Outbound prospecting calls



CRM Updates & deal management



Customer follow up calls & emails (and CRM updates)



Outbound prospecting emails



Email replies



Prep tomorrow's prospecting calls



SALES SHOT #6



Do It Fast

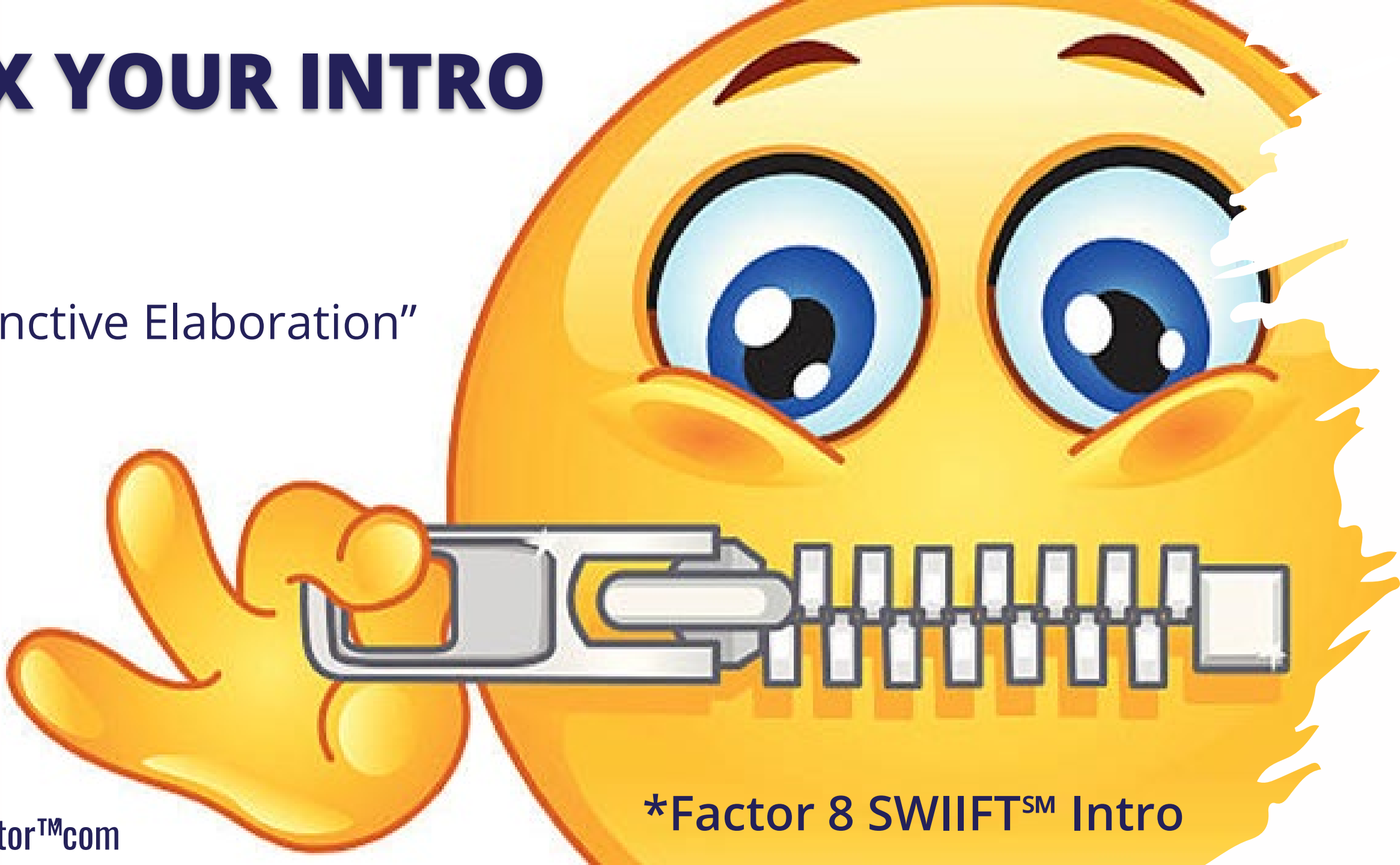
www.factor8.com

SWIIFT Intro

So What's In It For Them?

FIX YOUR INTRO

“Instinctive Elaboration”



*Factor 8 SWIIFTSM Intro

Good Intros:



Are Under
10 Seconds



Get the DM
Talking Fast

Answer:

Who Are You?

What Do You Want?

Why Should Care?

Our World-Famous SWIIFTSM Intro

\$

“Bob! This is Lauren with Factor 8. The goal of my call is to see if we can **save you \$8,000** this month. Your team is hybrid or remote?”

T

“Bob! Lauren calling from Factor 8. I’m calling to see if I can **save you 17-22 days** of rep ramp time next quarter. Are you onboarding new reps soon?”

EXTRA SHOT



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Perk Interest w/ a SWIFTSM Six Value

1. Money
2. Time
3. Ease
4. Reputation
5. Power
6. Risk

Which Is Better?

A

”

This is LB with Factor 8. We're an award-winning provider of digital sales skills and management certifications that help build confidence and pipeline.

B

”

This is LB with Factor 8. I was hoping we could talk about enablement and see if I can help speed your team to quota. Are you on premise or remote or hybrid?

Which Is Better?

A

Hi Mark,

”

I'm reaching out because I saw you're in charge of purchasing at Acme and I thought you should know about our recent win with ABC company who we helped save 23% on operating costs. Are you interested in saving money?

B

Hi Mark!

”

Found you via our friend Freddy Mercury – do you remember him?

EXTRA SHOT



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Ask Me A SWIIIFT Question

- Keep it short
- Yes/no, or one word
- Auto answer with no thinking

Which Is Better?

A

”

We specialize in working with companies like yours to solve the problem of high attrition. We work with reps, managers, and leaders to help people feel successful faster using our online and live interactive skill workshops.

B

”

How's attrition been for you this year?

Which Is Better?

A

”

Hi Ben,

You have over 50 reps on your team these days, right?

B

”

Dear Ben,

How have you and your team managed to attack virtual onboarding ramp times in that they're getting longer at most companies I work with now that work is remote?

EXTRA SHOT



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Say My Name

- Grab my attention
- Say it like you know me

SALES SHOT #7



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SWIIFT Email

8%

**Average
response rate
for a
personalized
cold email**

Good Emails:



Take 5
Seconds to
Read



Ask 1 Closed
Question



Aren't Sales
Pitches

*Take Planning for Prospecting in The Sales Bar!

Quick-Reply SWIFT Emails:

A teal dollar sign icon inside a white circle, which is itself inside a larger purple circle.

SUBJECT: QQ

”

Hi Bob! I'm on a mission to help Revenue Leaders hit goal. 😊

Are ya'll are onboarding remotely or onsite this quarter?

A teal letter 'T' icon inside a white circle, which is itself inside a larger purple circle.

SUBJECT: QQ

”

Hi Bob! I'm on a mission to help sellers hit goals faster. (!!)

Are ya'll are onboarding remotely or onsite this quarter?

Personality, Not Pitches

SUBJECT: Bob, could this help?

Hi Bob!

We met briefly at the Chicago conference in April. Tell me you remember my charming green T-shirt? ;)

Hey, I've been hearing from a lot of clients lately that they could use more tips on virtual meetings so we're launching a free series; would you like your AE team to be included?



SALES SHOT #8



Engage, THEN Sell

After a response:

1. Gratitude
2. Personal Rapport Builder
3. SWIIFTSM Goal / Pain Reliever
4. Credibility
5. Call to Action / Value Add / Qualifying Question

Close For The Conversation:

SUBJECT: Love your team! Quick chat?

Hi Bob! We've seen some of your folks in our training, and I love their perspective! Seems like you've got a solid hiring & onboarding process happening there!

I'd love your take on digital sales in '24. I'm seeing time to quota getting longer for a lot of my client BDR/SDR positions, and many doing away with the position. You open to a chat?



Cold Outreach



1

Introduce Yourself

4

Ask For the Meeting

2

Give Value Pitch

5

Type Me a Demo

3

Bully Me or Bump Me

6

Pretend We're Friends

Get a Masters In Prospecting!



The screenshot shows the Factor8 website for the Prospecting Mastery Certification. The page features a navigation bar with links for ABOUT, FOR TEAMS, FOR INDIVIDUALS, RESOURCES, COMMUNITY, CONTACT, and SALES BAR LOGIN. The main heading is "Prospecting Mastery Certification". Below the heading, the price is listed as \$799/per learner (USD), the rating is 4.8/5.0, and the role is SDR/BDR, AE, AM, ISR, CSM. A prominent blue button says "START MY CERTIFICATION". A testimonial from James, an SDR, is included. The bottom of the page displays logos for partner companies: COX, Hewlett Packard Enterprise, John Hancock, Sage, Staples, verizon connect, and VONAGE.

FACTOR8 ABOUT FOR TEAMS FOR INDIVIDUALS RESOURCES COMMUNITY CONTACT SALES BAR LOGIN

Prospecting Mastery Certification

\$799/per learner (USD) ★ 4.8/5.0 📁 Role: SDR/BDR, AE, AM, ISR, CSM

START MY CERTIFICATION

Prospecting is one of the hardest (and most important) parts of sales. This sales prospecting training gives you a proven system to fill your pipeline, find qualified buyers, have better conversations, and book more meetings without wasting time on low-quality leads. You'll learn how to prioritize the outreach that gets responses, and keep prospects engaged so more of them close.

[CLICK HERE TO VIEW ALL AVAILABLE CERTIFICATIONS](#)

COX **Hewlett Packard Enterprise** *John Hancock* **Sage** **Staples** **verizon connect** **VONAGE**

"Before this program, I was just winging it. Now I have a system that works. I know who to call, what to say, and how to get them talking. I've never booked this many meetings before!"
- James, SDR

Use Code JAN26 to save 20%

Sales Training's Best Kept Secret

Award-Winning Customizable Sales Training Content From The Outside + Your Knowledge From The Inside = 🔥



Train the Trainer. Unlimited Tools & Content. Soft Copy Workshop Materials

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TheSalesBar.com



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WeAreGirlsClub.com