



Webinar



Podcast



Event

# Live Webinar: Prospecting in the new normal

Wednesday 22nd April 2020  
4:00 PM GMT

# Our speakers



**David Bentham**

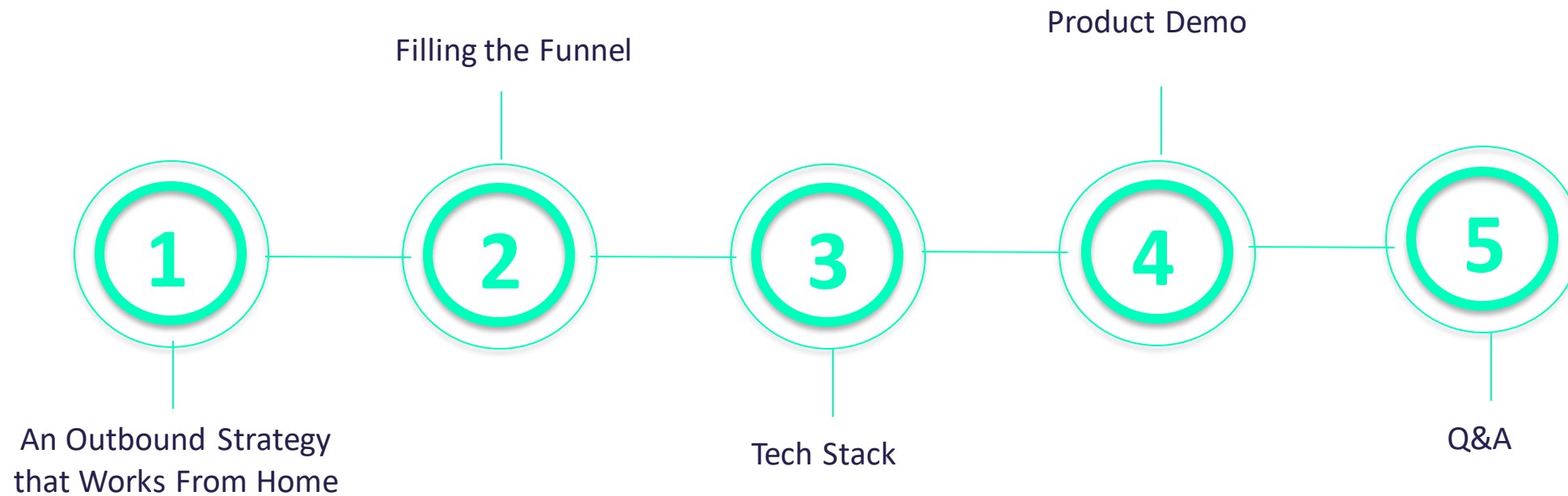
Inside Sales Director, Cognism



**Saif Khan**

Business Development Manager,  
Cognism

# Agenda





---

# 1. An Outbound Strategy that works from home



---

# Cold Calling:

- Direct Dials
- Landlines/Switchboards
- Volume/Activity Levels



# The Importance of Language:

- Empathy
- Business Value
- Value, based on the current climate



# Sequencing:

- Personalisation
- Creativity
- Lead with value and support



# Social Selling:

- Surge in the number of posts
- Surge in engagement numbers across LinkedIn
- Opportunity to share tips, best practices and referrals



# Identifying Opportunities:

- Events triggers – who may do well out of the current situation?
- Funding
- Hiring
- FTSE 250 – Who is still growing?
- Similar companies?



---

## 2. Filling the funnel

---



---

# Inbound vs Outbound

- How do you decide where to invest your resources?
- Does this shift as you scale?
- How can you track and test results on each to direct your decision making?
- Do metrics vary between inbound and outbound?

# Targeting

Factors to consider				
Renewed customers per company size	Renewed customers by industry	TAM Size (1 (smallest)– 10 (largest))	Ease of Acquisition 1 (most difficult) -10 (easiest)	ACV MRR

<b>Green</b>	Computer + Network Security	Computer Software	Information Services	Internet	Marketing & Advertising	Professional Training & Coaching	Staffing & Recruiting
<b>Amber</b>	Events Services	Financial Services	Human Resources	Publishing	Information & Technology Services		
<b>Red</b>	Consumer Services	Design	Hospitality	Management & Consulting			



---

## 3. Tech Stack

---



---

# Tech stack example





---

## 4. Demo

---



---



---

## 5. Q&A

---



## Useful resources

---

[How to scale your B2B sales lead list](#)

[How to increase response rates: 5 emails that get responses](#)

[The Ultimate Guide to Hacking B2B Lead Generation](#)

[B2B outbound: Building an engine for predictable growth](#)

[Demand Generation: How to create demand that drives growth](#)

For more resources on B2B Lead Generation, visit:

[cognism.com/blog](https://cognism.com/blog)

# Any questions?

---

This webinar has been recorded.  
A link will be sent out later along with a copy of the slides.

For more resources on scaling outbound, visit: [cognism.com/blog](https://cognism.com/blog)