

# MAXIMIZE YOUR SUCCESS IN SETTING MEETINGS

We conducted an experiment that involved 4 different prospecting techniques used with 100 cold contacts per approach (for a total of 400 cold contacts) in 8 industry groups over 45 days.



**400**  
cold contacts

**8**  
industry groups

**45**  
days

## 4 DIFFERENT APPROACHES

### 01 Email only (Incl. LinkedIn)

<b>1</b> Meetings Set	<b>0</b> S-T Opportunities < 90 days	<b>13</b> L-T Opportunities +90 days	<b>\$0</b> Short-Term Pipeline
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### 02 Phone only

<b>16</b> Meetings Set	<b>3</b> S-T Opportunities < 90 days	<b>8</b> L-T Opportunities +90 days	<b>\$197K</b> Short-Term Pipeline
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### 03 Network, events, email:

<b>9</b> Meetings Set	<b>2</b> S-T Opportunities < 90 days	<b>13</b> L-T Opportunities +90 days	<b>\$143k</b> Short-Term Pipeline
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### 04 Multi-Channel: Phone, email, snail-mail, events, network, social

<b>27</b> Meetings Set	<b>11</b> S-T Opportunities < 90 days	<b>16</b> L-T Opportunities +90 days	<b>\$1.7M</b> Short-Term Pipeline
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## THE RESULTS

A multi-channel cadence proved most effective in securing meetings as well as increasing quantity and quality of pipeline.

IN <b>45</b> DAYS	CONTACTED <b>400</b> COLD CONTACTS	WE GENERATED <b>&gt;\$2M</b> SHORT-TERM PIPELINE
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 → **\$65K-\$250K**  
AVERAGE DEAL SIZE

## INSIGHTS



#### COMMITMENT IS KEY.

We blocked our calendars. We prospected every day. We stayed focused.

#### PRACTICE, PRACTICE, PRACTICE.

Preparation lent confidence and made all the difference.

#### SHORTER IS BETTER.

Precise messaging increased response rates.

#### NO ONE IS IN JUST ONE PLACE.

A strategically choreographed cadence across multiple channels lets you meet prospects where they are.

**Vortex Prospecting™** helps you build a funnel based on a repeatable, cadence-based approach that results in your team's ability to get more meetings and fill the pipeline. For more information, contact **ValueSelling Associates.**

**It's time to set more meetings!**