



To: ProspectIQ.ai Clients

From: Donald Scherer

RE: Outbound to Inbound Motion

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ProspectIQ's super power is to increase the reach rate with prospects from 1% to 30-50%. This allows our outbound callers to book appointments at 10X the traditional rate. In fact, as has been shown one SDR can produce what it would normally take 10 SDRs to accomplish.

However, even with these amazing numbers, it is important to recognize the only about 10% of the prospects that we reach book an appointment. While there are ways to increase this conversion percentage eg Accelerators, Script Optimization etc., there is definitely a ceiling of approximately 15% which means 85% of the prospects that are spoken with are not converting on the spot. Due to this large percentage, it is critical to find a way to activate this group of potential buyers.

It is important to understand that over the past few years, the basic buying motion has changed. Instead of it being a sales person led journey, most prospects want to do their own research on the product/solution BEFORE speaking with a sales professional. In fact, Gartner Group found that 80% of the buying decision is made prior to speaking with a company representative.

With this in mind, a significant percentage of the prospects saying NO to an appointment are NOT saying NO to the product or solution. All they are saying is "I'm not ready to speak with your sales representative at this time." Therefore it is critical to our demand generation efforts to capture and control these potentials and guide them through their own self led sales journey so that 1) they contact us and 2) we influence the timing of this decision.

As such, ProspectIQ has developed an Outbound2Inbound sales motion. It consists of the following components:

1. On every call where a prospect says no to a demo, the SDR always asks if they can send some information on the solution Where the prospect says "yes". They have now opted into getting information from your company.
2. A multi-step more information cadence needs to be established that includes text messaging, emails and even follow-up phone calls.
3. Marketing assets, optimized for this cadence need to be developed and included in these outbound efforts.
4. Calendly links must be offered at every touch-point.

Finally and most importantly, it is strongly suggested that you employ a ProspectIQ.ai Discovery Zone Landing Page. Unlike most company websites which provide a wide range of information, this is a simple landing page that takes the prospect by the hand and walks them through a self service buying process funnel. It includes the following components:



1. AI Led Discovery Presentation
2. AI Led Solution Walk Through
3. AI Driven Frequently Asked Questions
4. AI Driven Outreach

As you see, using AI will allow you to have one-to-one, custom interactions with each prospects as they conduct their buying journey. This has demonstrated an increase in inbound conversions in a shortened time frame. Moreover and perhaps more importantly these inbound leads are now fully educated in your solution and should close at a much higher close rate as all inbound leads do.

I look forward to discussing this with you an working with you to implement this outbound to inbound flow to increase appointment flow.