

Twitter Thread by andre ■■



andre ■■

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taking a prospect from initial contact on linkedin to booking a call on calendar ■

thread

every once in awhile, prospects show interest right off the rip and a call is booked with minimal effort.

we call these "layups".

Hi  kindly following up before EOW:)

eager to hear from you my man

 • 11:26 AM

Thanks for follow up with me. Happy to chat with you.

⚡ **Christian Bonnier** • 11:28 AM

Hi  for sure my man.

Here's a link to my calendar:

www.calendly.com/knowledgexus/strategy

Pick a time that works best for you, looking forward to it!

these conversations are nice,

but more often than not it takes much more input than this on our end to get a call booked.

to push the conversation towards a call without coming off as "salesy",

we stay patient and sound authentic while asking probing questions.

in this case, a prospect replied with a unique video for us to thank us for the connection.

the question we posed in response is in line with the conversation,

while also having the intent of pushing this prospect towards learning more about our services.

I recorded you a "pretending we're meeting in person video" to one up your clever messaging :)

Thanks for connecting!



Daniel Crowley • 10:44 AM

loved this my man!! that video was very well done, is that what you teach clients how to do?

in the instances where prospects simply thank us for the connection,

we thank them right back & write them a personalized note based on their profile or company website.

either way, the first step in our conversations is to ask a probing question regarding their offer.

Loved your post about how your time at Ogilvy & Mather inspired a lot of your work at [REDACTED], I've read Ogilvy on Advertising a few times and it's one of my all time favorite marketing books!

TODAY



Daniel Crowley • 10:49 AM

Hey [REDACTED] happy Monday my man! Are you able to take on new clients for [REDACTED]



[REDACTED] • 11:50 AM

Always open to explore new opportunities.

now that this prospect has replied to the original question,

we posed them another question to qualify them for our services based on the nature of their offer.

because we only work with clients who have high ticket offers, this step is crucial.

Thanks, Daniel! Yes, [REDACTED] helps invd. and orgs setup high quality virtual presence solutions

So anytime I show up ANYWHERE online - this is how I look

Recorded videos, zoom calls, webinars, podcasts (that have video)

Daniel Crowley • 10:46 AM

Very cool. Do you work 1 on 1 with clients or do more of a group coaching setting

now that we see he'd be a good fit based on his offer, we go in for the hook:

"how do you prospect for this service?"

again, conversational in tone but a very loaded question.

Either/both

Anyway I can get paid, brother!

:)

Daniel Crowley • 10:47 AM

Nice dude, hear you loud and clear lol!

how do you prospect for this mainly?

 10:51 AM



Mainly word of mouth

We've done some small campaigns on linkedin

Open to ideas though!

the hope is the prospect needs help with their outreach efforts,

and this response was exactly what we were hoping to hear.

even though this prospect wasn't looking for lead generation at this particular moment,

it's on their radar in the near future.

now that they're interested in hearing more about our offer,

we happily shoot them our calendly link and the call is booked :)

solid man thats the way to go for sure

would love to discuss outbound lead gen with you when the time is right

 10:56 AM

But you're right - we've got to work on scale

Agreed, I'd love to connect on a call and talk about what your team can do!

the whole team gets alerted in slack,

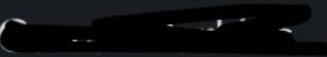
and our sales partner dan gets to prepare for a brand new closing opportunity.


Tuesday, May 18th ▾

JUL 17

Calendly APP 11:05 AM


NEW CALL SCHEDULED


Name: 


Email: 

Event Location: <https://zoom.us/j/97603693499>

Scheduled For: 12:00pm - Thursday, May 20, 2021

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it's especially important on linkedin that you're able to master the art of inbox management.

taking a prospect from connection to booked call takes patience, awareness, and a particular skillset.

having a conversation while steering it towards a phone call with strategic questions will keep prospects engaged,

and they'll appreciate your authenticity & for talking to them like a real human rather than pitching them off the rip.

start having more conversations in the inbox and start printing more sales calls!

be sure to follow along for more value-driven threads :)