Twitter Thread by andre ■■

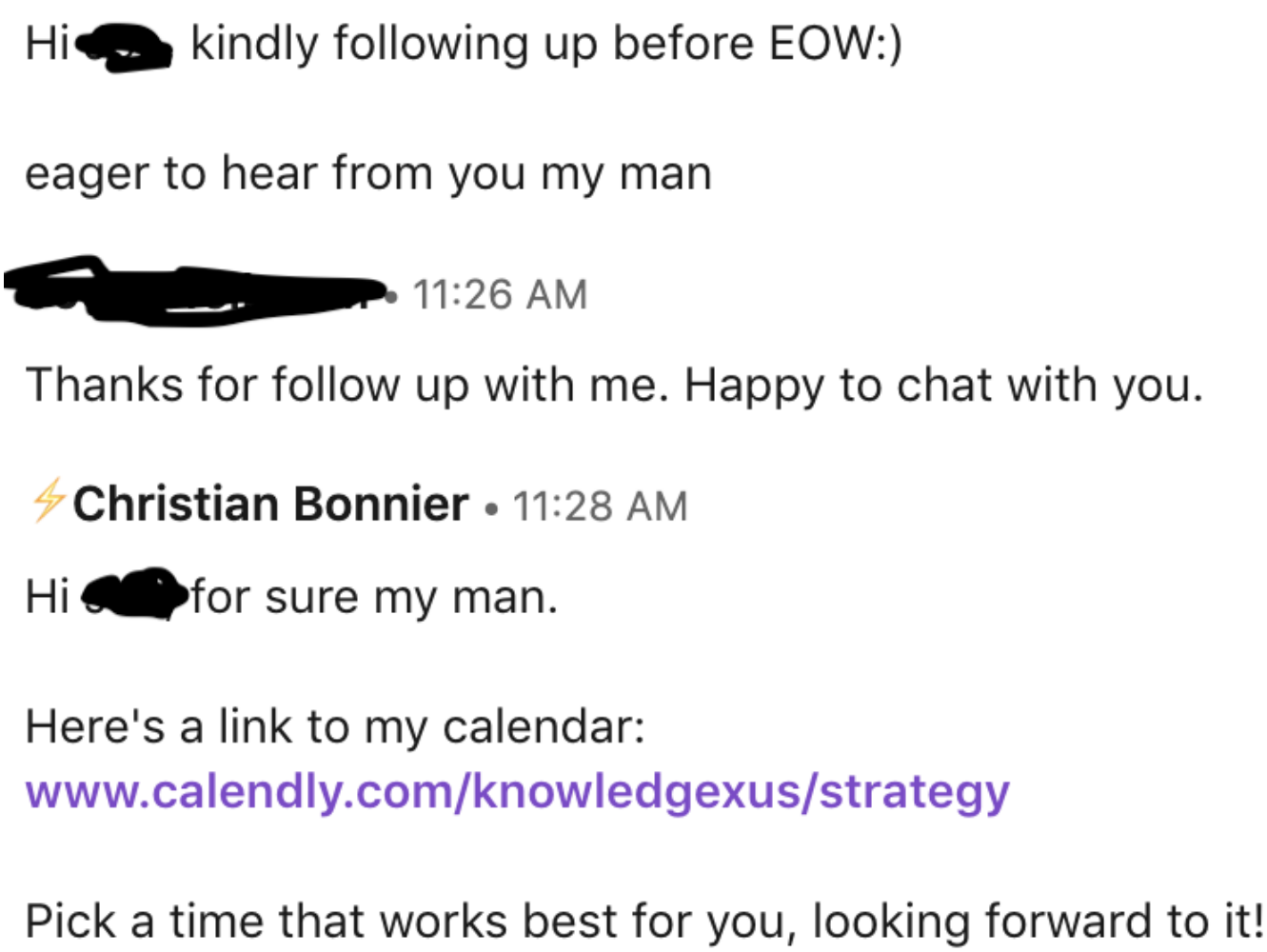
andre ■■
@andrehaykaljr

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".



these conversations are nice,

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

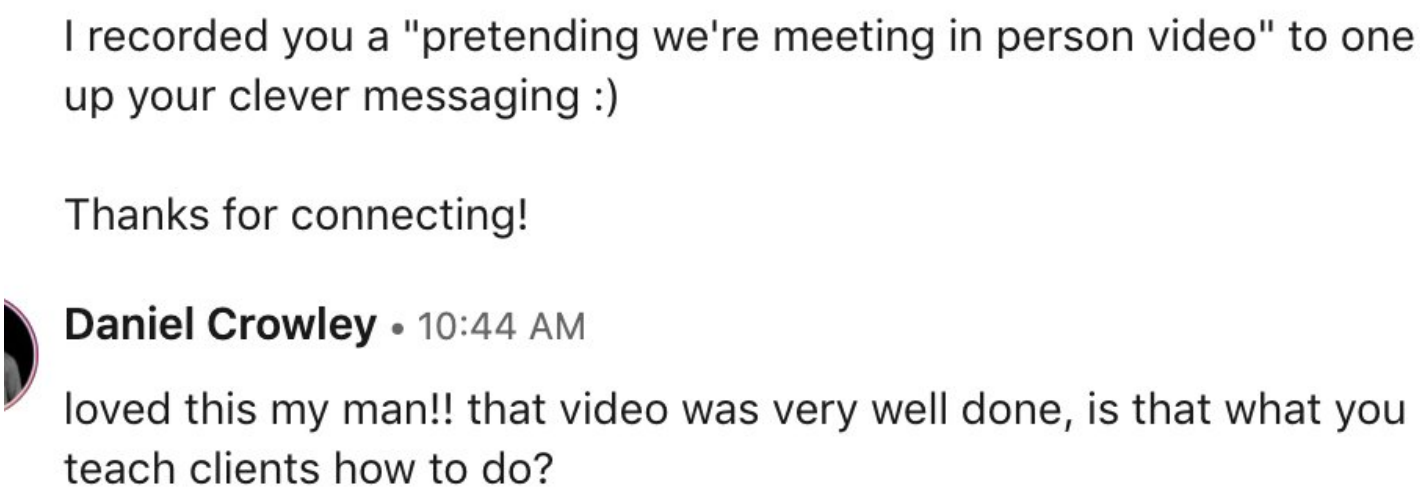
to push the conversation towards a call without coming off as "salesy",

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,

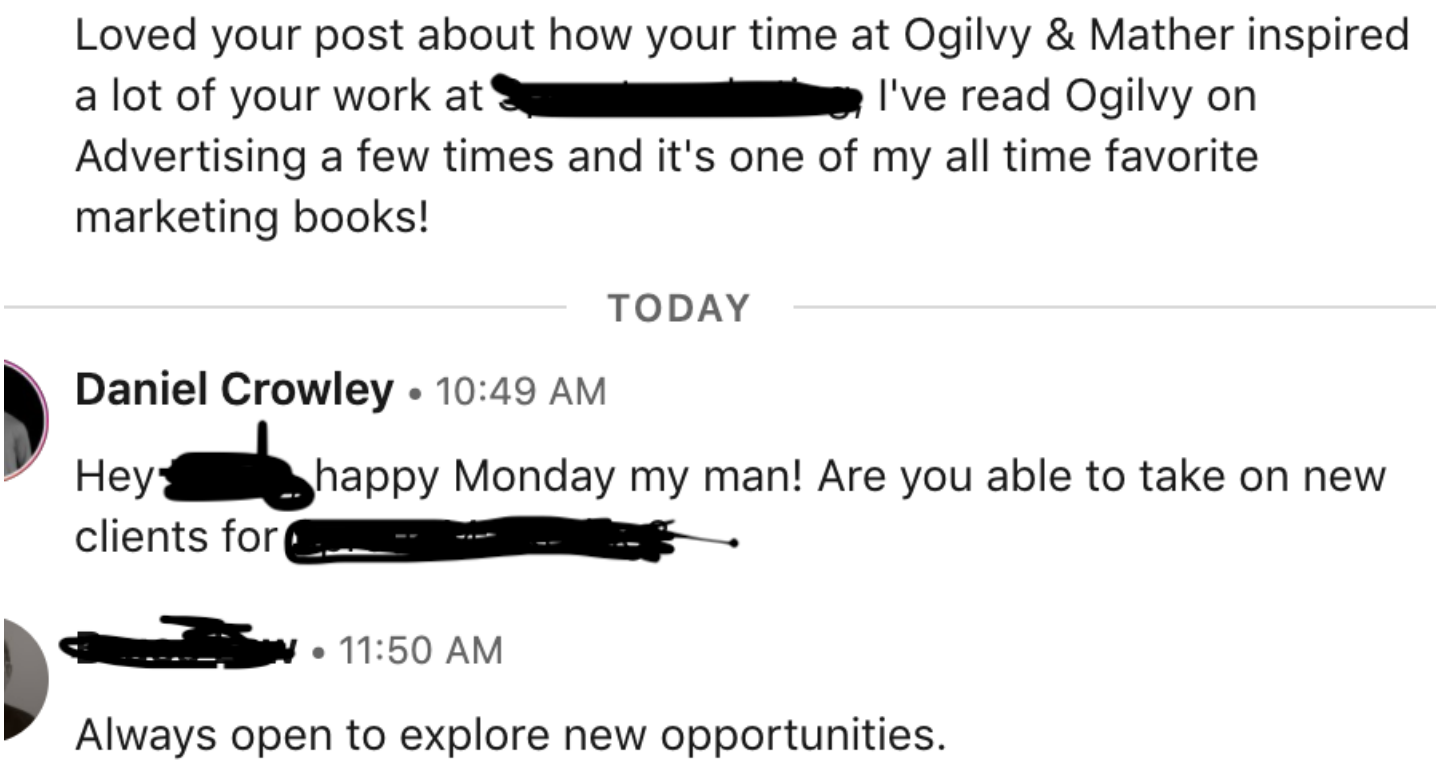
while also having the intent of pushing this prospect towards learning more about our services.



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.

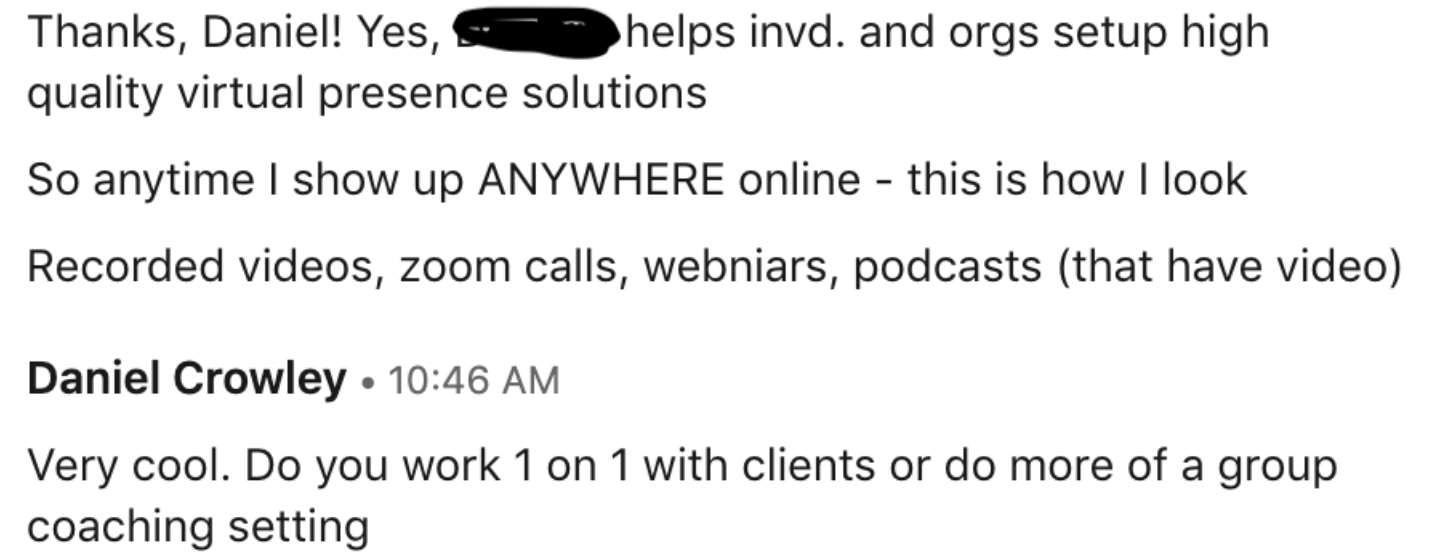
either way, the first step in our conversations is to ask a probing question regarding their offer.



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.

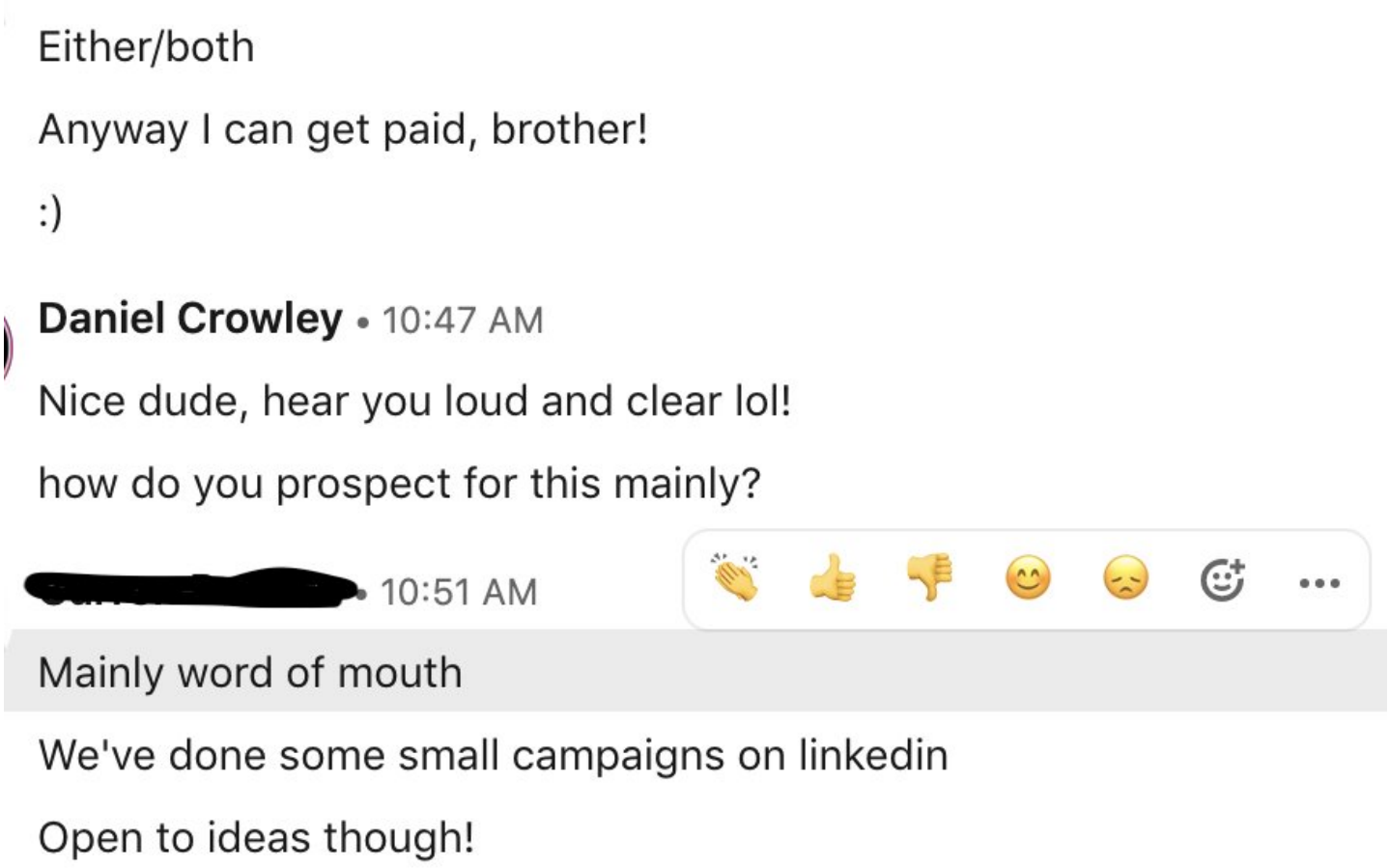
because we only work with clients who have high ticket offers, this step is crucial.



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.



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

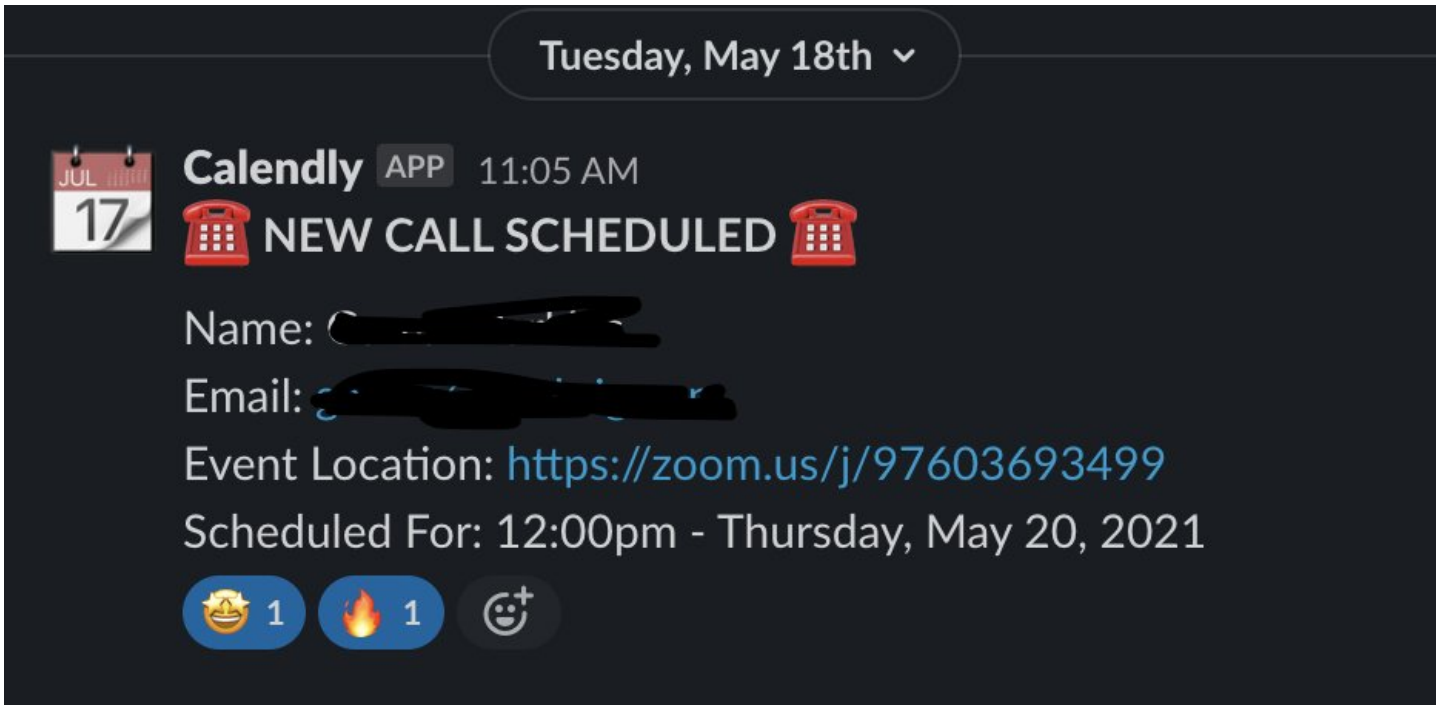
[redacted] 10:56 AM

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.



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 :)