

Twitter Thread by Sean

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■ How To Consistently Get \$1Billion Brands On The Phone ■

[THREAD]

Date: Thu, Jun 10, 2021 at 8:59 AM

Subject: RE: [REDACTED]

To: <[REDACTED]>

Hello,

Please summon Silvia and Arantza in this email too. For next week, Tuesday afternoon??

Regards,

SAMSUNG

[REDACTED]
Marketing, TV/AV Director

SEIB

E: j[REDACTED]@samsung.com

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SAMSUNG

Prospecting is 80% of the work

Contacting qualified prospects will lead to 10x results

- Understand your target market
- Know who the key decision-makers are

DO YOUR RESEARCH

[@DONVESH](#) Agency Road Map has a GREAT section on audience research

Scrape Qualified Prospects

Here are the tools I use to scrape enterprise companies:

- Uplead
- Seameless
- Apollo

They allow for great filtering and you can use keywords to really niche down your prospects

Contact MULTIPLE Decision Makers

\$1B+ brands have multiple DM's within similar roles

If your ICP is Marketing Directors

Then also contact:

Global Marketing Director
Head of Marketing
Digital Marketing Director

INCREASE YOUR CHANCES

Go Omni Channel

One channel just isn't enough

Use:

- Email
- LinkedIn
- Cold Calls

GET CREATIVE

Great resources to help:

Email - [@blackhatwizardd](#) Cold Email Mastery
LinkedIn - [@THETYFRANKEL](#) LeadLink
Cold Calls - [@sean0to10k](#) Conquer Cold Calling

Personalize Your Messaging

Make your personalization relate to how your product/service can help or provides value

Example:

{Their Product}

{Their Retailer}

THE PERSONALISATION SHOULD COMPLEMENT YOUR OFFER

As an example. A customer buys a bag of Thistle Pro Pure finish plaster from B&Q. They upload their receipt to your loyalty platform and are rewarded for their purchase. We can then capture every data point, including third-party purchases, helping to facilitate a better understanding of end-consumers purchasing behaviour, whilst building brand loyalty.

Get To The Point QUICKLY

Enterprise prospects don't want to chit-chat, they're constantly bombarded with messages

STAND out by:

- Being direct and to the point
- Having a GREAT value proposition
- Being an expert
- Valuing their time

They'll engage if you do this

Social Proof Is KING

You MUST HAVE case studies for similar size companies within the same industry

Follow Up

Consistently follow up with prospects without being a nuisance

- Use humour to stand out

- Follow up on all channels
- Provide value
- Segment prospects that have replied but haven't committed into a separate lead nurturing campaign

Get a YES or a NO

Follow these principles & you WILL get \$1B brands on the phone

I've personally got clients on the phone with:

- Burger King
- AbInbev
- Pepsi
- Samsung
- Reckitt
- PZ Cussons
- Akzonobel

Want to learn more about cold outreach tactics & principles?

Follow the best in the game:

- ➡■ [@linkedin_king](#)
- ➡■ [@THETYFRANKEL](#)
- ➡■ [@DONVESH](#)
- ➡■ [@blackhatwizardd](#)
- ➡■ [@NickAbraham12](#)
- ➡■ [@ImSamThompson](#)
- ➡■ [@SaaSCapo](#)
- ➡■ [@bricewoodard](#)