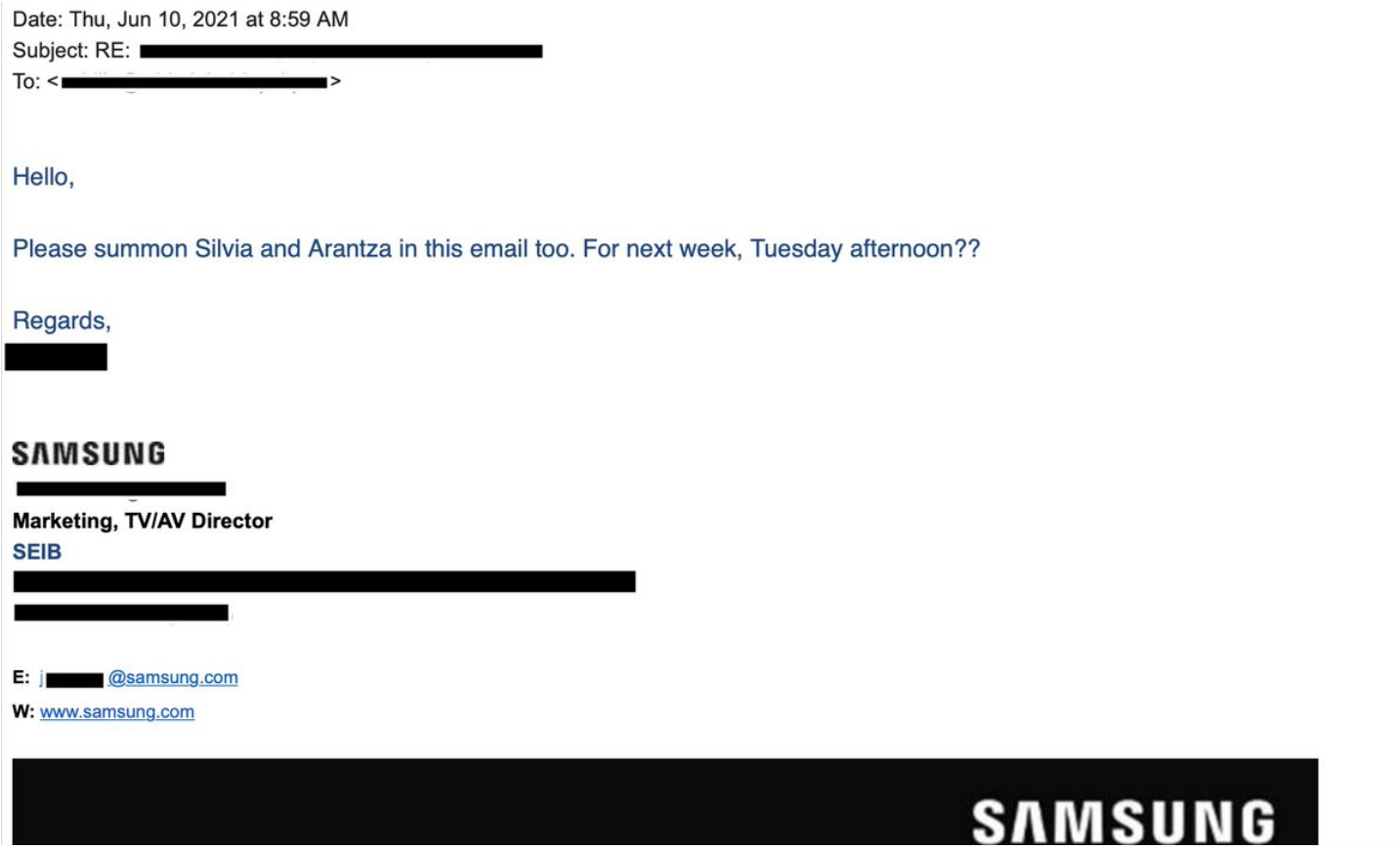
Twitter Thread by Sean

Sean
@sean0to10k

■ 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,
[redacted]

SAMSUNG
[redacted]
Marketing, TV/AV Director
SEIB
[redacted]

E: j[redacted]@samsung.com
W: www.samsung.com

[redacted] 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

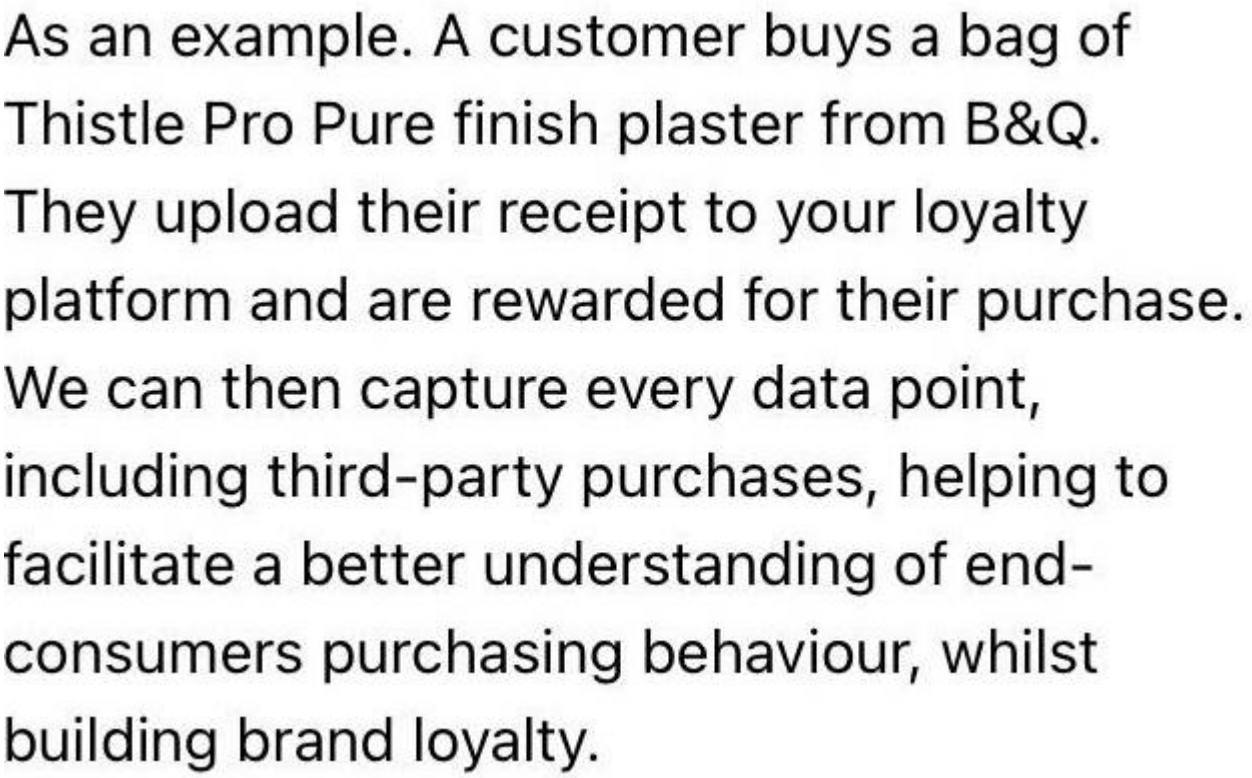
Personalize Your Messaging

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



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