

Future of Selling With AI

**Build an Entire Sales Outreach
Plan To Get 100 meetings
booked/month in Just 20
Minutes Using ChatGPT**

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Traditional B2B sales processes have long been plagued by challenges and limitations that hinder their effectiveness.

For example, it is always a struggle to maintain healthy pipeline of qualified prospects that gives visibility of sales.

In this the very first hurdle many founders, leaders face is to choose a strategy and build a plan that the sales team can follow with confidence

To overcome these challenges and stay competitive, it's clear that a level innovation needed in the B2B sales industry.

By leveraging technologies like AI and ChatGPT, today every leader and sellers can streamline their workflows, improve lead qualification and scoring, and deliver more personalized experiences to prospects.

The result is a more efficient and effective sales process that drives revenue growth.

To see the power of ChatGPT,

in the next few slides you can see how with just few prompts a great sales plan is created for getting 100 meetings booked/month for a company whose target prospect is CTO's of the Technology company.

Having this first level plan is enough to get started and stay ahead..

To arrive at this level plan in a traditional way, takes even for experienced leaders days and for someone not experienced in sales can take weeks and many even give up as they lack the overall process/method.

Read next slides to have a look at the future of selling and why embracing AI/ChatGPT is critical before your competitor does 😊..

Prompt #1: Act as a B2B Sales outreach expert. I want to have 100 meetings booked per month with my prospects who are CTO's & Founders of IT Service Businesses. I want to use the sales outreach method using LinkedIn, E-mail and Telephone. I plan to have 3 member team. What type of plan would be suitable to execute the sales outreach to get meetings booked

To achieve your goal of booking 100 meetings per month with CTOs and Founders of IT Service Businesses using LinkedIn, Email, and Telephone, here's a suitable plan for executing your sales outreach:

1. Define your ideal target audience: Clearly identify your ideal customer profile (ICP) within the CTO and Founder segment of IT Service Businesses. Consider factors such as company size, industry, location, and pain points that your solution can address.

2. Build a targeted prospect list: Utilize LinkedIn's advanced search filters to identify and compile a list of potential prospects who match your ICP criteria. Include relevant decision-makers within the organizations, such as CTOs and Founders.

3. Craft personalized and compelling messaging: Tailor your outreach messages for each communication channel. Personalize your LinkedIn connection requests, email subject lines, and phone call scripts to capture the attention of your prospects. Highlight the value proposition and benefits of your solution, focusing on how it addresses their pain points.

4. LinkedIn outreach strategy:

1. **Connect with prospects:** Send personalized connection requests to your target audience on LinkedIn. Include a short note that highlights the value you can provide to them.
2. **Engage with their content:** Like, comment, and share relevant content shared by your prospects to establish rapport and build relationships.
3. **Share valuable content:** Publish thought leadership articles, case studies, or industry insights on your LinkedIn profile to position yourself as an authority in your domain.

Prompt: Act as a B2B Sales outreach expert. I want to have 100 meetings booked per month with my prospects who are CTO's & Founders of IT Service Businesses. I want to use the sales outreach method using LinkedIn, E-mail and Telephone. I plan to have 3 member team. What type of plan would be suitable to execute the sales outreach to get meetings booked

5. Email outreach strategy:

1. Craft compelling email subject lines: Create subject lines that grab the attention of your prospects and entice them to open your emails.
2. Personalize your emails: Use merge tags to insert the recipient's name and relevant company details. Make the email concise, personalized, and focused on the benefits of your solution.
3. Follow up consistently: Implement a follow-up sequence to increase your chances of getting a response. Send reminder emails at appropriate intervals to stay on the prospect's radar.

6.Telephone outreach strategy:

1. Prepare a compelling script: Develop a concise and persuasive script to guide your phone conversations. Highlight the key benefits and address any potential objections.
2. Warm-up through LinkedIn and email: Prioritize calling prospects who have engaged with your LinkedIn messages or responded positively to your emails.
3. Be respectful and professional: When making phone calls, respect the prospect's time and be prepared with your value proposition. Engage in active listening and tailor your pitch based on their specific needs.

7.Track and measure results: Utilize CRM software or spreadsheets to track your outreach activities, including connection requests, emails sent, and phone calls made. Measure your response rates, conversion rates, and meeting bookings to evaluate the effectiveness of your outreach efforts. Adjust your approach based on the insights gained from tracking.

8.Collaborative teamwork: As you plan to have a three-member team, divide responsibilities among team members, such as prospecting, outreach, and follow-up. Regularly communicate and share best practices to optimize the outreach process

Prompt #2: What KPI's would you set up to track the team on the daily, weekly, monthly, quarterly, and annual basis for the team listed above?

To track the performance of your sales outreach team on a daily, weekly, monthly, quarterly, and annual basis, here are some key performance indicators (KPIs) you can set up:

1. Daily KPIs:

1. Number of LinkedIn connection requests sent
2. Number of LinkedIn messages sent
3. Number of personalized emails sent
4. Number of phone calls made
5. Number of positive responses received (LinkedIn, email, phone)
6. Number of meetings booked

2. Weekly KPIs:

1. Total number of LinkedIn connections gained
2. Total number of LinkedIn messages sent and responses received
3. Total number of personalized emails sent and responses received
4. Total number of phone calls made and positive conversations
5. Total number of meetings booked

3. Monthly KPIs:

1. Total number of LinkedIn connections gained
2. Total number of LinkedIn messages sent and responses received
3. Total number of personalized emails sent and responses received
4. Total number of phone calls made and positive conversations
5. Total number of meetings booked
6. Conversion rate from initial outreach to meeting booked
7. Average response time from prospects
8. Number of opportunities created

Prompt #2: What KPI's would you set up to track the team on the daily, weekly, monthly, quarterly, and annual basis for the team listed above?

4. Quarterly KPIs:

1. Total number of LinkedIn connections gained
2. Total number of LinkedIn messages sent and responses received
3. Total number of personalized emails sent and responses received
4. Total number of phone calls made and positive conversations
5. Total number of meetings booked
6. Conversion rate from initial outreach to meeting booked
7. Average response time from prospects
8. Number of opportunities created
9. Number of opportunities converted to closed deals
10. Revenue generated from closed deals

5. Annual KPIs:

1. Total number of LinkedIn connections gained
2. Total number of LinkedIn messages sent and responses received
3. Total number of personalized emails sent and responses received
4. Total number of phone calls made and positive conversations
5. Total number of meetings booked
6. Conversion rate from initial outreach to meeting booked
7. Average response time from prospects
8. Number of opportunities created
9. Number of opportunities converted to closed deals
10. Revenue generated from closed deals
11. Overall sales revenue growth

Prompt #3: Please set the actual KPI's in tabular format for each of the 3 sales team members on the meeting booked of 100 per month I described. Be specific with assumption that average time for campaign is 2 weeks and average leads and meeting booked is 15%

Certainly! Based on the assumption that the average campaign duration is 2 weeks and the conversion rate from leads to meetings booked is 15%, here's a tabular format of the KPIs for each of the 3 sales team members to achieve the goal of booking 100 meetings per month:

Team Member 1:

•Daily KPIs:

- LinkedIn connection requests sent: 30
- LinkedIn messages sent: 20
- Personalized emails sent: 15
- Phone calls made: 30
- Positive responses received: 4
- Meetings booked: 1

•Weekly KPIs:

- LinkedIn connections gained: 150
- LinkedIn messages sent and responses received: 100
- Personalized emails sent and responses received: 75
- Phone calls made and positive conversations: 150
- Meetings booked: 5

•Monthly KPIs:

- LinkedIn connections gained: 600
- LinkedIn messages sent and responses received: 400
- Personalized emails sent and responses received: 300
- Phone calls made and positive conversations: 600
- Meetings booked: 20
- Conversion rate from initial outreach to meeting booked: 15%

Prompt #3: Please set the actual KPI's in tabular format for each of the 3 sales team members on the meeting booked of 100 per month I described. Be specific with assumption that average time for campaign is 2 weeks and average leads and meeting booked is 15%

•Team Member 2:

•Daily KPIs:

- LinkedIn connection requests sent: 25
- LinkedIn messages sent: 15
- Personalized emails sent: 12
- Phone calls made: 25
- Positive responses received: 3
- Meetings booked: 1

•Weekly KPIs:

- LinkedIn connections gained: 125
- LinkedIn messages sent and responses received: 75
- Personalized emails sent and responses received: 60
- Phone calls made and positive conversations: 125
- Meetings booked: 5

•Monthly KPIs:

- LinkedIn connections gained: 500
- LinkedIn messages sent and responses received: 300
- Personalized emails sent and responses received: 240
- Phone calls made and positive conversations: 500
- Meetings booked: 20
- Conversion rate from initial outreach to meeting booked: 15%

Prompt #3: Please set the actual KPI's in tabular format for each of the 3 sales team members on the meeting booked of 100 per month I described. Be specific with assumption that average time for campaign is 2 weeks and average leads and meeting booked is 15%

•Team member #3

•Daily KPIs:

- LinkedIn connection requests sent: 20
- LinkedIn messages sent: 10
- Personalized emails sent: 8
- Phone calls made: 20
- Positive responses received: 2
- Meetings booked: 1

•Weekly KPIs:

- LinkedIn connections gained: 100
- LinkedIn messages sent and responses received: 50
- Personalized emails sent and responses received: 40
- Phone calls made and positive conversations: 100
- Meetings booked: 5

•Monthly KPIs:

- LinkedIn connections gained: 400
- LinkedIn messages sent and responses received: 200
- Personalized emails sent and responses received: 160
- Phone calls made and positive conversations: 400
- Meetings booked: 20
- Conversion rate from initial outreach to meeting booked: 15%

By tracking these KPIs for each team member, you can monitor their individual performance and ensure that the collective efforts of the team result in achieving the target of 100 meetings booked per month.

Prompt #4: What is the weekly and monthly cadence management meeting you would recommend with team. Please factor in individual meetings and team meetings

To effectively manage the sales team's progress and performance, I would recommend the following cadence for weekly and monthly management meetings:

Weekly Cadence:

1. Individual Meetings:

1. Schedule individual meetings with each team member to review their performance, discuss their challenges, and provide feedback and guidance.
2. Duration: Approximately 30 minutes per team member.
3. Focus Areas:
 1. Review their key activities and progress toward their goals.
 2. Discuss any obstacles or challenges they are facing and provide assistance.
 3. Offer coaching and guidance to improve their sales outreach strategies.
 4. Set new targets and goals for the upcoming week.

2. Team Meetings:

1. Conduct a team meeting to foster collaboration, share best practices, and align on overall objectives.
2. Duration: Approximately 1 hour.
3. Focus Areas:
 1. Share success stories and celebrate individual and team achievements.
 2. Discuss any common challenges or roadblocks faced by the team and brainstorm solutions.
 3. Review collective progress towards the monthly meeting booking goal.
 4. Share and discuss any updates or changes in the sales outreach strategy.
 5. Provide training or refresher sessions on sales techniques, objection handling, or new tools.

Prompt #4: What is the weekly and monthly cadence management meeting you would recommend with team. Please factor in individual meetings and team meetings

Monthly Cadence:

1. Individual Meetings:

1. Schedule monthly individual meetings with each team member for a more comprehensive performance review.
2. Duration: Approximately 1 hour per team member.
3. Focus Areas:
 1. Review their overall performance and progress towards monthly goals.
 2. Analyze key metrics, including meeting booking rates, conversion rates, and response rates.
 3. Identify areas of improvement and provide targeted feedback and coaching.
 4. Discuss career development and opportunities for growth.

2. Team Meetings:

1. Conduct a monthly team meeting to assess collective performance, strategize for the upcoming month, and align on long-term goals.
2. Duration: Approximately 1-2 hours.
3. Focus Areas:
 1. Review the team's overall performance and progress towards the monthly meeting booking goal.
 2. Analyze trends and patterns in the data to identify areas for improvement.
 3. Discuss new strategies or tactics to enhance sales outreach effectiveness.
 4. Collaborate on ideas to optimize lead generation and prospecting efforts.
 5. Set new monthly goals and targets.
 6. Recognize and reward outstanding individual and team achievements.

Prompt #5: What tools would you use for outreach knowing my goals, my team size of 3 and only \$750 per month budget with team size of 3

Considering your goals, team size of 3, and a budget of \$750 per month, here are some cost-effective tools that you can utilize for sales outreach:

1. LinkedIn:

1. LinkedIn Sales Navigator: This tool provides advanced search filters, lead recommendations, and enhanced messaging capabilities to help you identify and connect with your target audience effectively.

2. Email Outreach:

1. G Suite: G Suite offers professional email hosting, productivity tools like Gmail, Google Drive, and Google Docs, which can be used for email outreach.
2. Apollo: Apollo provides email marketing automation, allowing you to create personalized email campaigns and track their performance.

3. CRM and Sales Engagement:

1. HubSpot CRM: HubSpot CRM offers a free plan that helps you manage contacts, track deals, and automate certain sales processes.
2. Pipedrive: Pipedrive offers an affordable CRM solution designed specifically for sales teams to manage leads, track activities, and visualize the sales pipeline.

4. Communication and Collaboration:

1. Zoom: Zoom provides video conferencing and virtual meeting capabilities, allowing you to conduct sales calls, demos, and team meetings.
2. Slack: Slack facilitates team communication and collaboration through channels, direct messaging, file sharing, and integration with other tools.

Prompt #4: What tools would you use for outreach knowing my goals, my team size of 3 and only \$750 per month budget with team size of 3

5. Sales Productivity and Automation:

1. Hunter.io: Hunter.io helps you find email addresses of potential prospects within a company, enabling personalized email outreach.
2. Zapier: Zapier allows you to automate tasks by connecting different apps and automating workflows, enhancing productivity and efficiency.
3. Calendly: Calendly simplifies scheduling by allowing prospects to book meetings directly from your calendar, eliminating the back-and-forth emails.

These tools provide a range of functionalities to support your sales outreach efforts, from prospecting and lead generation to email automation and CRM management. Most of them offer free or affordable pricing plans, making them suitable for a team with a limited budget.

Remember to explore their features, compare pricing plans, and choose the ones that best align with your specific needs and budget constraints.

As You See, in under 20 minutes you have...

1. Created an outreach plan.
2. Created KPI metrics for your team.
3. Created a monitoring process.
4. Created a technology stack for under 20% of budget.

Spend another 1-hr to create

1. Target Persona
2. Job description for the new hires
3. Campaigns scripts for the team
4. Additional sales tools with a playbook

In the past to do this, could have taken a days or weeks and now can be done in hrs and you have 80% ready to start with. No more reason to get pipeline filled!

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