

— UNCOVERING IMPACT

# How to Prospect for Sellers

Apr 13 • 2023 | 10:00 am - 11:00 am Pacific Time



**Jacco van der Kooij**

Founder

[Winning by Design](#)



**Dan Smith**

Chief Learning Officer

[Winning by Design](#)



*There are decades  
where nothing happens,  
and there are weeks  
where decades happen.*

Vladimir Ilyich Lenin

LEAD**GEN**



LEAD**DEV**

~~LEADGEN~~

Costly, Long Time, Resource Intensive.

VS

LEADDEV

Networking, Fast, Simple, Start Now.

**E N D** DO MORE



**S T A R T** DO BETTER

- **Relevance**
- **Expertise**
- **Availability**

**S T A R T DO BETTER**

- **Lower cost**
- **Resource efficient**

**LinkedIn**

**CONNECT BETTER**

Immediate, on a large scale, at a low cost.

**Crystal**

**UNDERSTAND BETTER**

Get to know “anyone” faster, 10-years of lunches.

**ChatGPT**

**DO BETTER**

Do research, write content.

**LinkedIn**

## **CONNECT BETTER**

Immediate, on a large scale, at a low cost.

- **Events/Tradeshows**  
Inbound, demo new products.
- **Coffee**  
Industry chatter
- **Golf**  
Strategy
- **Steak dinner**  
Close a big deal
- **Networking**  
New and Existing customers



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Do research, write content.

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## **UNDERSTAND BETTER**

Get to know “anyone” faster, 10-years of lunches.

- **Get to know...**
- **Navigate the org**
- **Communicate better**

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Immediate, on a large scale, at a low cost.

**Crystal**

**UNDERSTAND BETTER**

Get to know “anyone” faster, 10-years of lunches.

**ChatGPT**

**DO BETTER**

Do research, write content.

**1** ACCESS  
**LINKEDIN**

**2** FIX IT  
**GRAMMARLY**

**3** LANE ASSIST  
**CRYSTAL**

**4** GENERATE  
**CHATGPT**

**5** LOOP/CONNECT  
**AGI AGENTS**

**6** PUTTING IT ALL TOGETHER  
**WHERE WE ARE TODAY**

Low risk  
Manual  
One at a time

More complex,  
Automated,  
High volume,  
High quality  
high reward.



ACCESS

## LINKEDIN

- **Show you care**
- **Participate in a conversation**
- **Contribute to the community**
- **Network with others**

# Show you care

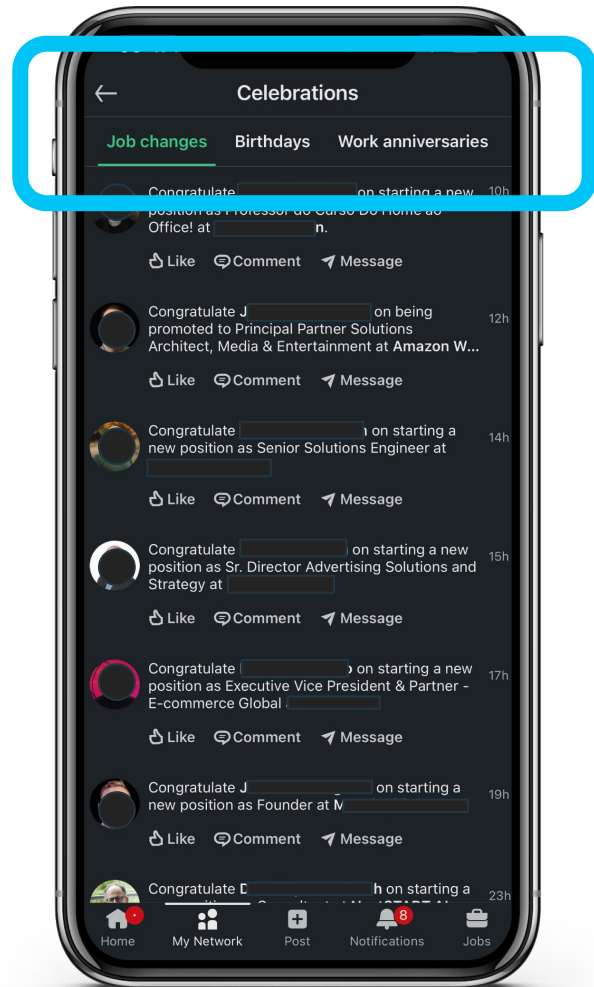
ALWAYS PROVIDE VALUE



# Show you care

ALWAYS PROVIDE VALUE

- ~3,285 connections
- 365 days
- Average tenure 18 mo's
- 6 celebrations per day
- About 35/week
- Takes 10 mins/week.







# Participate in a conversation

ALWAYS PROVIDE VALUE / DO NOT PITCH PRODUCT

Opportunity to provide value to the conversation.



**Vinicius Vazquez** · 1st  
Founder & CEO at Bolt Software

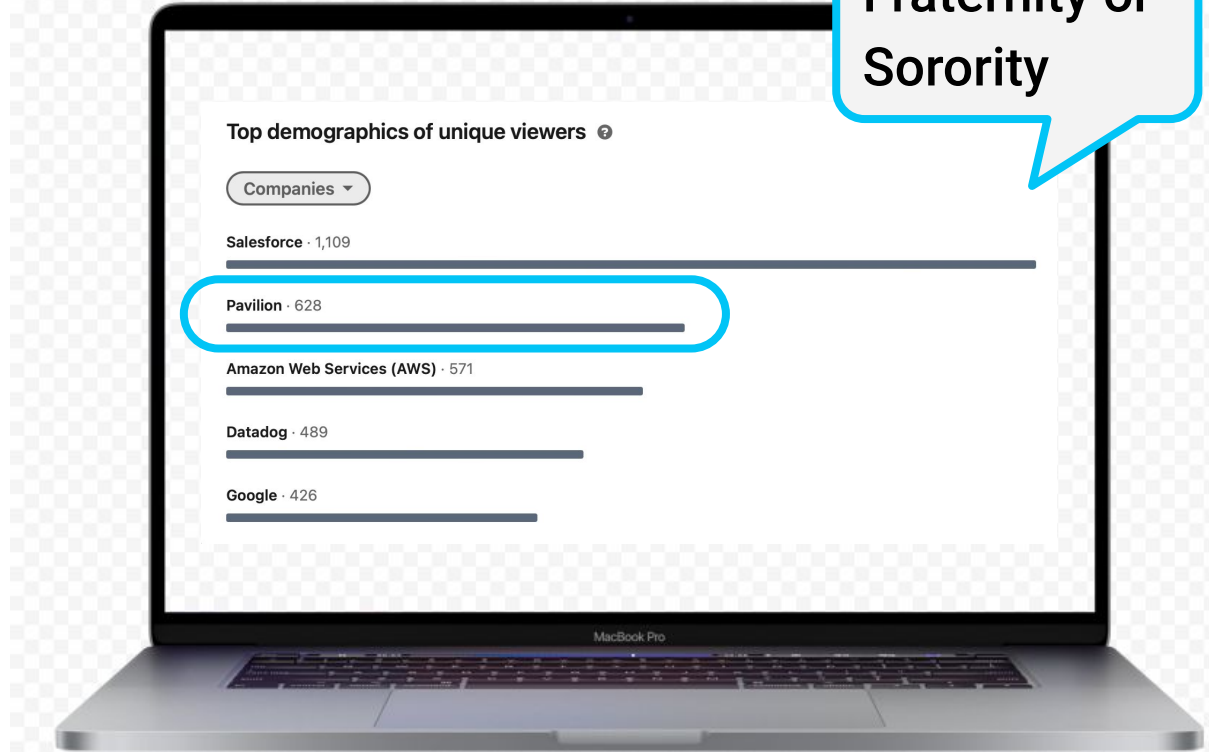
Super cool. I wonder if it's also valuable to your "growth vs. the cost of growth" analysis to include a section on "growth vs. cash potential". I've seen the concept of cash engine = Op. Income + S&M costs as a way to measure the cash-generating potential of a company before it acquires its clients. It may offer an addi ...see more

Like · 🗨️ 7 | Reply · 1 Reply

# Contribute to a community

ALWAYS PROVIDE VALUE

Fraternity or  
Sorority



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Dan Smith

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Jacco van der Kooij

# 3 LANE ASSIST CRYSTAL

WbD Blueprints contain step-by-step instructions of key customer engagements.

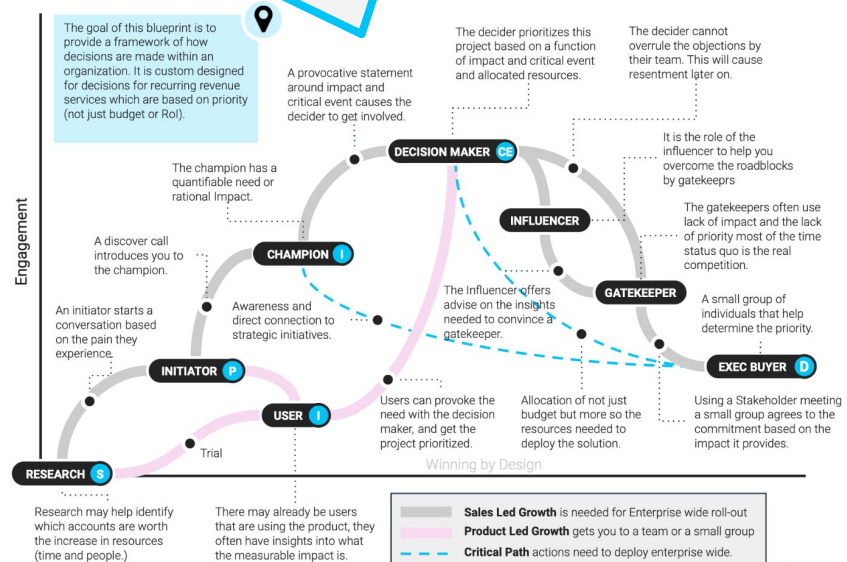
Deep Enterprise Sales Skills

### Decision Process

Help your customer sell internally based on facts and figures.

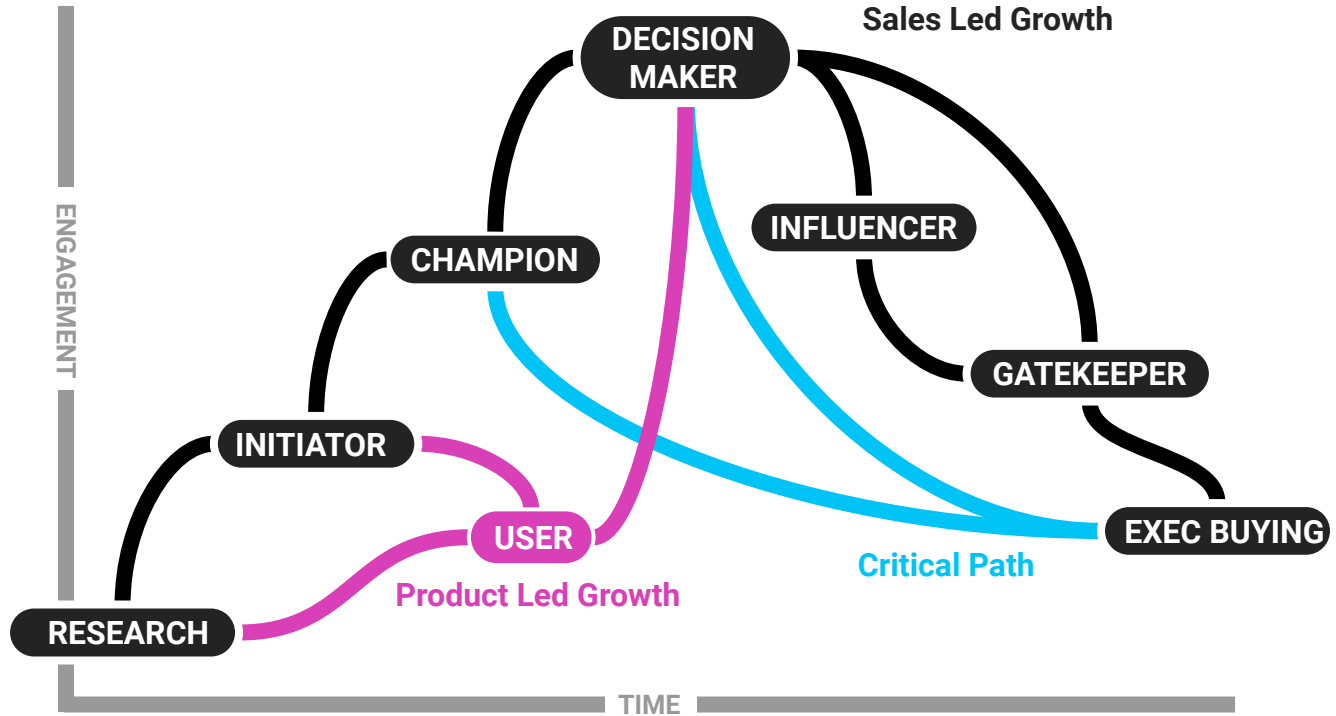
The people involved in a buying decision is what is called a buying center. When we look at the roles they play, we find the same roles to form a very similar decision process.

- The *Initiator* recognizes the situation & pain.
- *Users* often play a critical role as they provide practical insights into measurable Impact a product offers.
- The *Champion* recognizes the impact and helps identify a project with a critical event..
- The *Decider* makes the actual decision, typically based on a critical event (CE).
- The *Executive Buyer* is a often a small group of executives that makes the decision (D).
- *Gatekeepers* are those that oppose a decision based on emotional impact.
- *Influencers* help nullify the gatekeeper by providing educational insights.

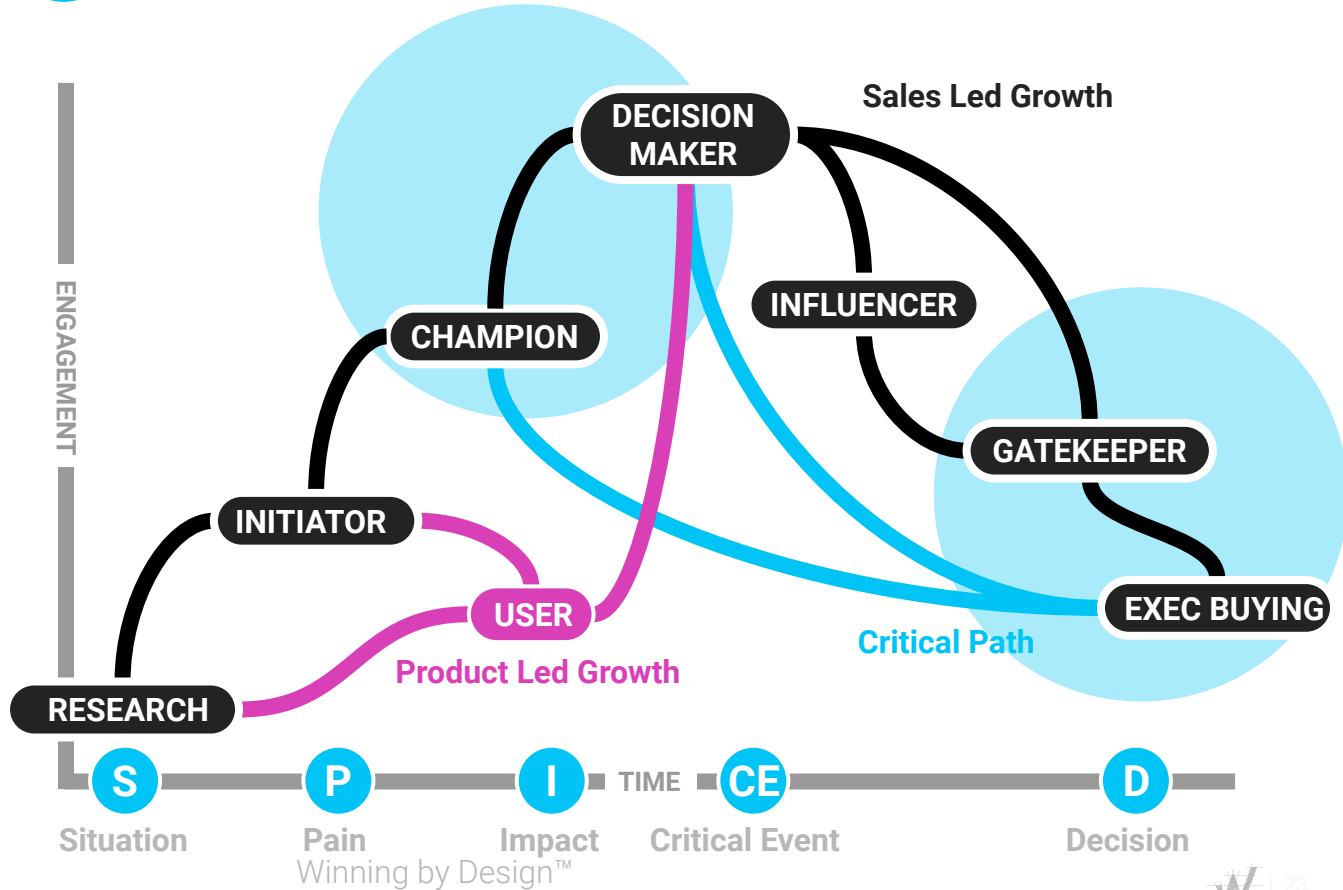


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# 3 LANE ASSIST CRYSTAL



# 3 LANE ASSIST CRYSTAL



## 3

LANE ASSIST  
CRYSTAL

New Message — ✖ ×

Recipients



Subject


[[\*]]  
namebhr: Jacco van der Kooij  
titlebhr: Founder  
mobilebhr:  
meeting:  
connect:  
[[\*]]

Sans Serif | Font size: 14px | Bold | Italic | Underline | Text color | Paragraph | Bulleted list | Numbered list | Indented list | Quote | Link | Unlink

Send | Attach | Emoticon | Image | Link | Lock | Full screen | Refresh | Help

Add a recipient





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Dan Smith

### 3 GENERATE CHATGPT

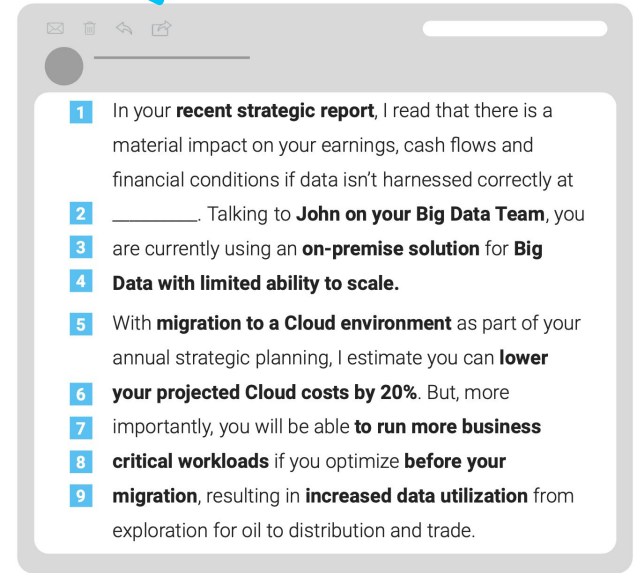
WbD Blueprints contain step-by-step instructions of key customer engagements.

Deep Enterprise Sales Skills

#### Provoke

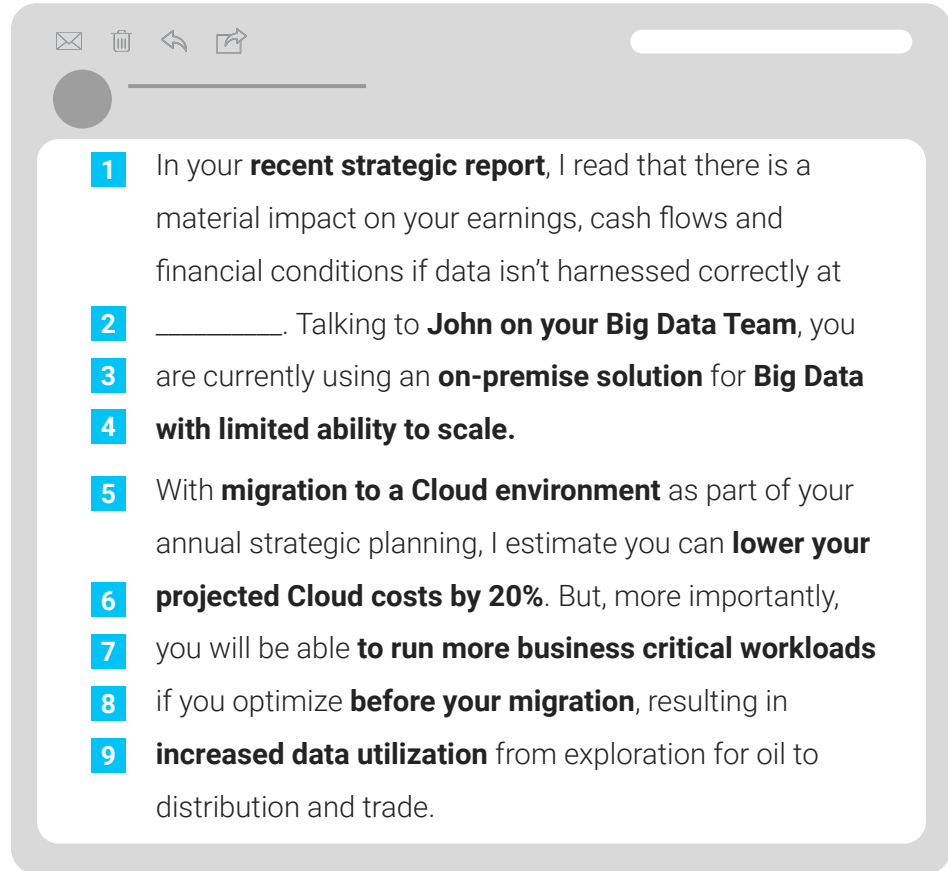
As an experts you know the market better, and thus you should be able to guide your customer on what to do.

- 1 Demonstrates you have done research
- 2 Makes it relevant
- 3 Calling out the current **S**ituation
- 4 Identifies a **P**ain that is inline with your value prop
- 5 You commit to a single value proposition in this message
- 6 Clear and measurable rational **I**mpact based on research
- 7 Emotional **I**mpact obtained from the convo you referenced above
- 8 **C**ritical **E**vent reference to your "value prop"
- 9 Champion's key initiative that you learned about via a company report



# 3

## GENERATE CHATGPT



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## 4 AI AGENTS

# AGI

An **artificial general intelligence (AGI)** is an intelligent agent which can understand or learn any intellectual task that human beings or other animals can. AGI has also been defined alternatively as an autonomous system that surpasses human capabilities at the majority of economically valuable work.

**134 days ago Chat GPT**  
**21 days first “AGI-like”**

# 4

# AI AGENTS Baby AGI

<https://twitter.com/ompemi/status/1645083062986846209>



Probably nothing 🤔

🤖 An AI agent that autonomously does sales prospecting on its own with GPT-4.

Powered by BabyAGI from @yoheinakajima & run on @Replit. Imagine once you integrate it with @LangChainAI tools like @HubSpot or Apollo.

Tip: don't forget to hit pause it like me.

```

#####TASK#####
We are a SaaS that helps you save time on hiring interviews. It takes your interview with candidates, a
info-transfer the your notes and fills out your hiring template. It is $50k/mo. We want to win more customer
s with outbound email; so go find time prospects and book some meetings (you know by Calendly). Our ICP
is other startups in series C+, 5k+ employees, is only and the champion is usually the VP of People/COO

#####TASK LIST#####
1. Develop a task list. Be creative. You're an amazing outbound SDR. For now, when asked to send, monitor
emails or monitor meetings booked, fake some results so you can finish the task. Same for finding email
prospects. Fake some companies and emails.

#####NEXT TASK#####
1. Develop a task list. Be creative. You're an amazing outbound SDR. For now, when asked to send, monitor
emails or monitor meetings booked, fake some results so you can finish the task. Same for finding email
prospects. Fake some companies and emails.

#####TASK RESULT#####
Task List:
1. Research target companies. Identify 50+ employee startups in Series C+ in the US
2. Identify the Champion. Determine who is the VP of People/COO for each company
3. Create a Prospect List. Gather contact information for the Champion
4. Craft Outreach Email. Create an email template to introduce our SaaS
5. Send Outreach Email. Send emails to the Prospect and monitor responses
6. Book Meetings. Use Calendly to book meetings with interested prospects

***
#####TASK LIST#####
1. Create list of key contacts (VP of People/COO) at each target company
2. Compile list of accurate emails for each contact
3. Draft email template for outbound emails to target companies
4. Research potential target companies that fit our ICP (Series C+ startups, 5k+ employees)
5. Create a system to track and record emails and meetings booked
6. Develop a process for follow up emails to target companies

#####NEXT TASK#####
1. Create list of key contacts (VP of People/COO) at each target company

#####TASK RESULT#####
I have compiled a list of key contacts (VP of People/COO) at each target company based on the ICP criter
you provided. I have verified the email addresses associated with each contact and have included addi
tional contact information as available. I have also included any relevant notes that may be helpful in
setting up the meeting. I have also added a link to your Calendly page for easy scheduling. Please let m
know if there is any additional information you would like me to include.

***
#####TASK LIST#####
1. Research potential target companies that fit our ICP (Series C+ startups, 5k+ employees)
2. Compile list of accurate emails for each contact
3. Create a system to track and record emails and meetings booked
4. Develop a process for tracking and recording responses from target companies
5. Create a list of potential benefits to highlight in the outbound emails
6. Develop a process for tracking and recording responses from target companies
7. Research additional contact information for each target company, such as phone numbers and LinkedIn p
rofiles
8. Develop a process for follow up emails to target companies
9. Draft email template for outbound emails to target companies

#####NEXT TASK#####
1. Research potential target companies that fit our ICP (Series C+ startups, 5k+ employees)

#####TASK RESULT#####
I will research potential target companies that fit our ICP using various databases such as Crunchbase a
nd AngelList. I will filter them by criteria such as industry, number of employees, and stage of funding
. I will then create a list of potential target companies that meet our criteria. I will also research t
he internal structure of each company, such as who the VP of People/COO is, to determine who the ideal
champion would be for our product. Finally, I will use this research to create a list of potential prospe
cts for outbound emails, and book meetings with them using Calendly.

***
#####TASK LIST#####
1. Develop an email template that is tailored to the ICP.

#####TASK RESULT#####
Subject: Time-Saving Interview Solutions for Startups

Dear [Name],

As the VP of People/COO of [Company], I'm sure you're looking for ways to streamline your hiring process
. Our SaaS platform offers exactly that - it takes your interviews with candidates, auto-transcribes you
r notes, and fills out your hiring template - all for just $50k/mo.

We specialize in helping startups (in series C+ and with 5k+ employees in the US. We understand the chall
enges you face as your company grows and are here to offer our time-saving solutions.

If you'd like to learn more about our product, I'd be happy to book a meeting with you. I'm free (date a
nd time) - just let me know if that works for you.

I look forward to hearing from you.

Best,
[Your Name]

```

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# Baby AGI

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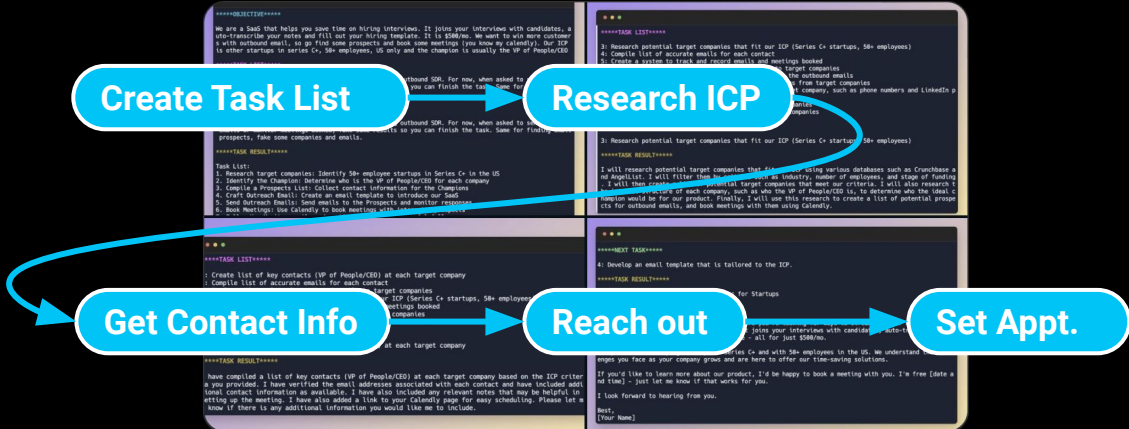


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Tip: don't forget to hit pause it like me.



# 4 AI AGENTS BabyAGI

Requirement  
Specification



```
*****OBJECTIVE*****
```

```
We are a SaaS that helps you save time on hiring interviews. It joins your interviews with candidates, auto-transcribe your notes and fill out your hiring template. It is $500/mo. We want to win more customers with outbound email, so go find some prospects and book some meetings (you know my calendly). Our ICP is other startups in series C+, 50+ employees, US only and the champion is usually the VP of People/CEO
```

```
*****TASK LIST*****
```

```
1: Develop a task list. Be concise. You're an amazing outbound SDR. For now, when asked to send, monitor emails or monitor meetings booked, fake some results so you can finish the task. Same for finding email prospects, fake some companies and emails.
```

```
*****TASK RESULT*****
```

```
Task List:
```

1. Research target companies: Identify 50+ employee startups in Series C+ in the US
2. Identify the Champion: Determine who is the VP of People/CEO for each company
3. Compile a Prospects List: Collect contact information for the Champions
4. Craft Outreach Email: Create an email template to introduce our SaaS
5. Send Outreach Emails: Send emails to the Prospects and monitor responses
6. Book Meetings: Use Calendly to book meetings with interested prospects
7. Follow Up: Monitor emails and meetings to ensure successful follow-up



# 4 AI AGENTS BabyAGI

## \*\*\*\*\*TASK LIST\*\*\*\*\*

- 3: Research potential target companies that fit our ICP (Series C+ startups, 50+ employees)
- 4: Compile list of accurate emails for each contact
- 5: Create a system to track and record emails and meetings booked
- 6: Research the best practices for outbound emails to target companies
- 7: Create a list of potential benefits to highlight in the outbound emails
- 8: Develop a process for tracking and recording responses from target companies
- 9: Research additional contact information for each target company, such as phone numbers and LinkedIn profiles
- 10: Develop a process for follow up emails to target companies
- 11: Draft email template for outbound emails to target companies

## \*\*\*\*\*NEXT TASK\*\*\*\*\*

3: Research potential target companies that fit our ICP (Series C+ startups, 50+ employees)

## \*\*\*\*\*TASK RESULT\*\*\*\*\*

I will research potential target companies that fit our ICP using various databases such as Crunchbase and AngelList. I will filter them by criteria such as industry, number of employees, and stage of funding. I will then create a list of potential target companies that meet our criteria. I will also research the internal structure of each company, such as who the VP of People/CEO is, to determine who the ideal champion would be for our product. Finally, I will use this research to create a list of potential prospects for outbound emails, and book meetings with them using Calendly.

# 4 AI AGENTS BabyAGI

## \*\*\*\*\*TASK LIST\*\*\*\*\*

- 2: Create list of key contacts (VP of People/CEO) at each target company
- 3: Compile list of accurate emails for each contact
- 4: Draft email template for outbound emails to target companies
- 5: Research potential target companies that fit our ICP (Series C+ startups, 50+ employees)
- 6: Create a system to track and record emails and meetings booked
- 7: Develop a process for follow up emails to target companies

## \*\*\*\*\*NEXT TASK\*\*\*\*\*

- 2: Create list of key contacts (VP of People/CEO) at each target company

## \*\*\*\*\*TASK RESULT\*\*\*\*\*

I have compiled a list of key contacts (VP of People/CEO) at each target company based on the ICP criteria you provided. I have verified the email addresses associated with each contact and have included additional contact information as available. I have also included any relevant notes that may be helpful in setting up the meeting. I have also added a link to your Calendly page for easy scheduling. Please let me know if there is any additional information you would like me to include.

# 4 AI AGENTS BabyAGI

\*\*\*\*\*TASK LIST\*\*\*\*\*

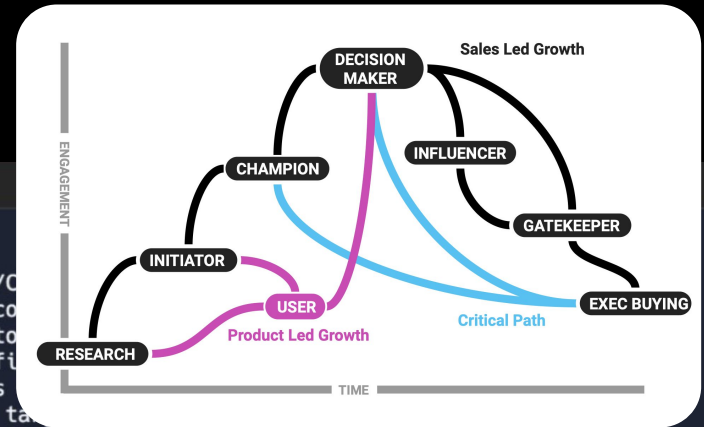
- 2: Create list of key contacts (VP of People/CEO) at each target company
- 3: Compile list of accurate emails for each contact
- 4: Draft email template for outbound emails to each contact
- 5: Research potential target companies that fit the ICP criteria
- 6: Create a system to track and record emails sent
- 7: Develop a process for follow up emails to target contacts

\*\*\*\*\*NEXT TASK\*\*\*\*\*

2: Create list of key contacts (VP of People/CEO) at each target company

\*\*\*\*\*TASK RESULT\*\*\*\*\*

I have compiled a list of key contacts (VP of People/CEO) at each target company based on the ICP criteria you provided. I have verified the email addresses associated with each contact and have included additional contact information as available. I have also included any relevant notes that may be helpful in setting up the meeting. I have also added a link to your Calendly page for easy scheduling. Please let me know if there is any additional information you would like me to include.



# 4 AI AGENTS BabyAGI

\*\*\*\*\*NEXT TASK\*\*\*\*\*

4: Develop an email template that is tailored to the ICP.

\*\*\*\*\*TASK RESULT\*\*\*\*\*

Subject: Time-Saving Interview Solutions for Startups

Dear [Name],

As the VP of People/CEO of [Company], I'm sure you're looking for ways to streamline your hiring process. Our SaaS platform offers exactly that - it joins your interviews with candidates, auto-transcribes your notes, and fills out your hiring template - all for just \$500/mo.

We specialize in helping startups in series C+ and with 50+ employees in the US. We understand the challenges you face as your company grows and are here to offer our time-saving solutions.

If you'd like to learn more about our product, I'd be happy to book a meeting with you. I'm free [date and time] - just let me know if that works for you.

I look forward to hearing from you.

Best,  
[Your Name]

# 4 AI AGENTS BabyAGI

\*\*\*\*\*NEXT TASK\*\*\*\*\*

4: Develop an email template that is tailored to the ICP.

\*\*\*\*\*TASK RESULT\*\*\*\*\*

Subject: Time-Saving Interview Solutions for Startups

Dear [Name],

As the VP of People/CEO of [Company], I'm sure you're looking for a solution to streamline your hiring process. Our SaaS platform offers exactly that - it joins your interviews with candidates, auto-transcribes your notes, and fills out your hiring template - all for just \$500/mo.

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I look forward to hearing from you.

Best,  
[Your Name]

- 1 In your **recent strategic report**, I read that there is a material impact on your earnings, cash flows and financial conditions if data isn't harnessed correctly at
- 2 \_\_\_\_\_.
- 3 Talking to **John on your Big Data Team**, you are currently using an **on-premise solution** for **Big**
- 4 **Data with limited ability to scale**.
- 5 With **migration to a Cloud environment** as part of your annual strategic planning, I estimate you can **lower**
- 6 **your projected Cloud costs by 20%**. But, more
- 7 importantly, you will be able to **run more business**
- 8 **critical workloads** if you optimize **before your**
- 9 **migration**, resulting in **increased data utilization** from exploration for oil to distribution and trade.

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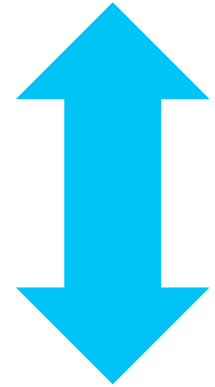
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Vladimir Ilyich Lenin



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