Albacross

THE ALBACROSS OUTBOUND FRAMEWORK FOR SALES

LEARN HOW TO USE THE ALBACROSS OUTBOUND FRAMEWORK TO CREATE MEANINGFUL OUTREACH THAT RESULTS IN MORE OPPORTUNITIES AND REVENUE FOR YOUR BUSINESS.

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What is Albacross?

Albacross' Revenue Acceleration Platform gives you an unparalleled power to capture companies' demand and accelerate your revenue.

For Sales Development Reps (SDRs) and Account Managers, Albacross will:

→ Reveal new business opportunities through intent data.

→ Identify upsell or cross sell opportunities from existing customers.

→ Provide B2B contact data, enabling you to find the right decision makers at target accounts.

→ Enrich the information in your CRM so you have full context on a lead/contact/account.

→ Reduce time spent researching prospective accounts.

→ Help you understand your ideal customers better, enabling you to drive more targeted and personalized sales conversations

What Albacross is not

Albacross is not a CRM or all-in-one platform. We have created powerful integrations that allow Albacross to work seamlessly with the platforms you already use.

We know it can be difficult to maintain lots of different tools, so we've purposely designed Albacross to be the data source that enhances your existing technology stack.

Typically our customers will connect Albacross with Hubspot CRM, Salesforce and Slack. We also have integrations with Outreach, Salesloft, Microsoft Teams, Pipedrive and many more enabled through Zapier. Of course, if you prefer not to integrate Albacross with other systems, that's fine too. You can simply export the data to Email Reports, Google Sheets or similar.

Why Albacross?

The B2B buyer journey is notoriously complex. The once sequential progression of buyer stages is long gone, replaced by non-linear buying tasks that need to be completed to make a purchase. This makes it hard for sales people to do their job.

As the buyer journey is now almost exclusively online it means buyers can research independently, making them anonymous to sales reps.

The long and short of it is buyers are no longer spending as much time interacting with reps, meaning reps don't get the opportunity to influence buying decisions as much as they used to.

In fact, research from Gartner finds that B2B buyers spend only 17% of their time meeting with potential suppliers when considering a purchase.

For salespeople, the lack of insight about buyers, who's who in the buying group and where they are in the buying journey makes it difficult to know who to reach out to, when and with what message.

It also makes it harder for sales to provide good customer experiences due to limited transparency.

Albacross shines the light on the anonymous buyer journey, helping you identify high value accounts that have the potential to increase revenue earlier on in the journey.

Albacross allows SDRs to find and connect with the right people at the right time, prioritize accounts who visited their website and move leads down the funnel and into the hands of Account Executives faster.

Who should be involved from Sales in the implementation of Albacross?

If you're going to increase revenue potential and expand your customer base with Albacross, you need to align people, processes and technology. That starts with ensuring the correct stakeholders are involved in the sales and onboarding process.

Sales Manager/SDR Team Lead

As a Sales Manager/SDR Team Lead you will need to oversee the implementation of Albacross into your tech stack. Work with your SDRs to define the requirements around lead management and how Albacross will work with your existing processes.

Typically, marketing will be responsible for the technical set up of the Albacross tracking script as well as integrations with your CRM and communication/collaboration platform i.e. Slack. Since your sales team will be working with Albacross data on a day to day basis, you need to inform marketing of the best way to receive the information so that your sales team can prioritize and take action on it in a timely manner.

SDR

Depending on the structure and capacity of your sales team, **you may have either SDRs or BDRs actively using Albacross data***. We recommend that you include 1-2 team members in the onboarding process who can provide feedback once they have used Albacross and can inform you of any tweaks required by the process.

**For the purposes of this guide, we'll use SDRs as the role which handles Albacross data.*

What can you expect from your onboarding?

Your Albacross onboarding will be conducted by your dedicated Customer Success Manager (depending on which plan you're on). In your introductory onboarding session, your CSM will typically cover the areas stated below, although onboarding is tailored to your goals so we will structure the plan and prioritize objectives to suit your needs.

→ CRM structure

→ Territories, segments and divisions

→ Current processes for lead generation

→ Ideal Customer Profile and average order value

→ Sales process and lead time

In the second onboarding session, you'll discuss requirements for applicable integrations and receive best practices on how to follow up with Albacross leads using outbound sequences.

Following your onboarding, your CSM will schedule additional success sessions to see how you're progressing. These sessions are highly personalized based on your business strategies, focused on feature requests you may have, best practice advice and brainstorming of ideas for how you can achieve continued value from Albacross.

Set Your Sales Objectives for Albacross

Like with any new platform, system or tool you onboard, outlining what you're trying to achieve and identifying the problem you're trying to solve is always the first step.

It's likely you've been tasked with increasing opportunities and revenue. Gather these figures to help get you started.

→ How many leads are your SDRs qualifying/month?

→ How many booked meetings are your SDRs scheduling with AEs?

→ What's your monthly close rate? How many of those leads become opportunities and closed deals?

→ What's your average deal size?

Now, how much do you need to increase these figures to achieve your goal?

You can use this example to set your objectives for Albacross.

A company has:

→ An average deal size of **€10,000**

→ An average SQL to Opportunity **conversion rate of 20%**

→ An average **close rate of 60%**

The Company wants to increase revenue by €30,000 per month.

To reach their goal, they need to win **3 more deals**, send **5 more proposals** and gain **10 extra opportunities** (10 booked meetings with an AE). To create those additional opportunities they need **50 more SQLs** generated from Albacross.

Setting your objectives with Albacross is vital to understanding the ROI you can achieve with the platform. It also gives you the ability to create the most effective feedback loop with marketing to understand the value you're creating as one revenue team.

Monetization aside, it’s worth considering the level of training SDRs will need in Albacross. Training will depend on how you use the platform. If you set up integrations with other tools, meaning SDRs don’t need to enter the platform, training will be minimal. If you choose to have SDRs going into Albacross on a day to day basis to access contact details, a higher level of training will be required.

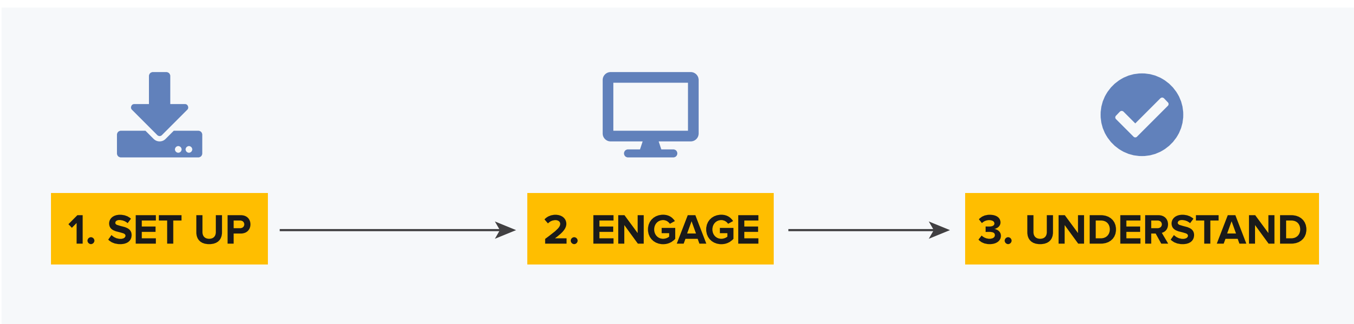
Set yourself a deadline as part of your objectives for when all SDRs should be onboarded and using Albacross.

The Albacross Outbound Framework

The Albacross Outbound Framework is a guide for using the data you get from Albacross in your outreach processes, allowing you to create meaningful outreach that drive opportunities and revenue.

The framework outlines how you can use the data in your current outreach process.

To make things easy, we've broken down the Outbound Framework into three stages:



As you'll see in the next few chapters, the Outbound Framework is super flexible. We've purposely made it this way so that it fits with your organizational structure. Whether you're just starting out with outbound sequences or you're leveling up a sophisticated outbound approach, this framework is all you need to generate more opportunities and increase revenue potential with Albacross.

The Albacross Outbound Framework Stage #1 - Set up

It's possible you already have a defined process in place for how you handle both inbound and outbound leads.

Typically, inbound leads will be sent to Sales Development Reps who will be tasked with qualifying the lead before passing it onto an Account Executive as an Opportunity.

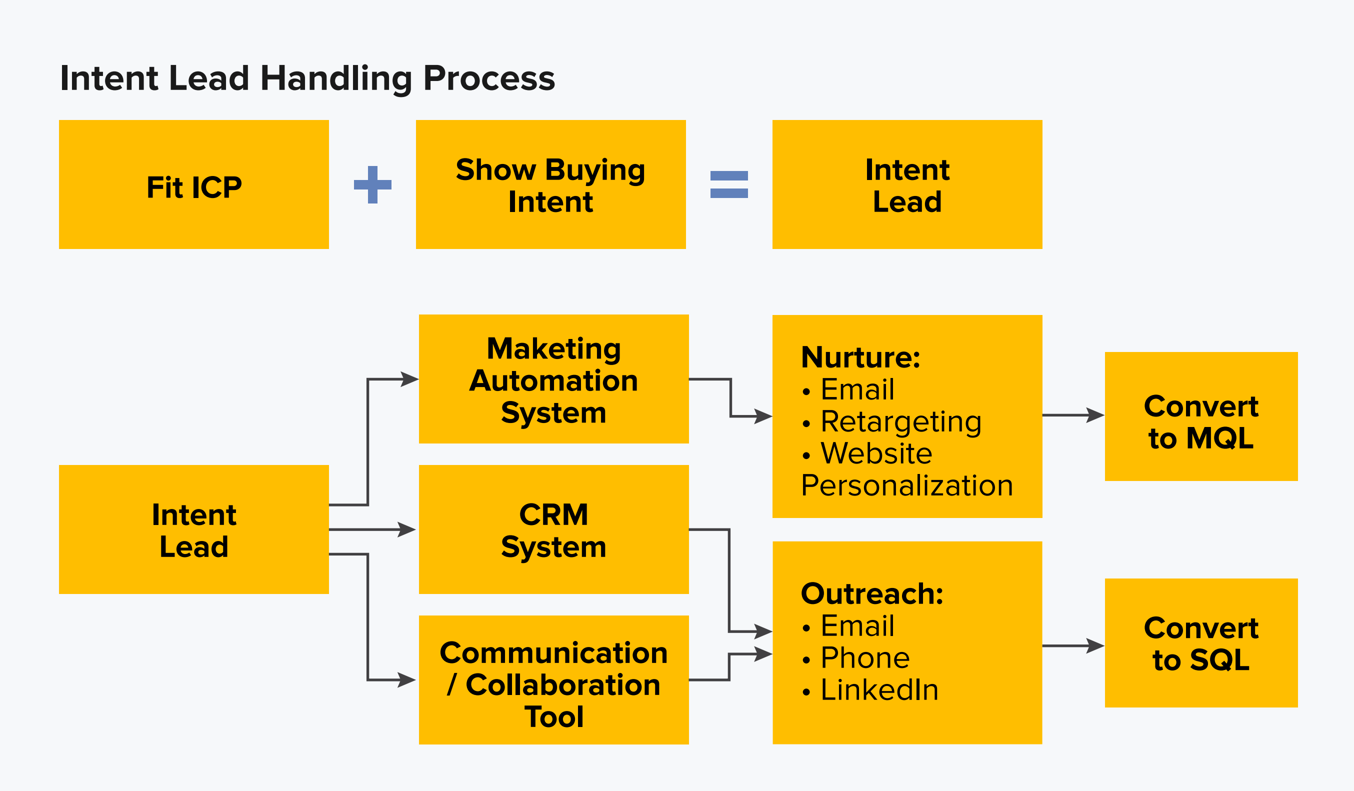
Outbound Leads are typically handled by Business Development Reps or Outbound SDRs using prospecting and outreach tactics to generate interest.

Leads generated through Albacross - companies who have visited your website and have shown buying intent but have not converted through contact forms - are neither inbound or outbound leads.

They're not technically inbound because they didn't explicitly express interest by leaving their contact details or signing up for a free trial or demo.

However, they can't be considered an outbound lead either because they have shown some level of interest by visiting your website. They know who you are.

We call this type of lead an **intent lead**. It's the ability to identify these types of leads which make them different from regular inbound/outbound leads.



Intent leads need a hand off process just like every other type of lead.

They'll either be sent to your marketing automation system to be distributed into nurture campaigns until they convert, targeted with ABM if this is your approach or they'll be sent directly to your Sales team for prospecting.

It's important to note the leads handed to your sales team also need nurturing. They may have visited your website and shown intent but there is still work to be done in order to get them to convert. That's why we recommend you put intent leads into an **outbound sequence**.

In this guide, we're focusing on how to follow up on intent leads using the Outbound Framework.

Platform Set Up

In the first instance, marketers will be responsible for the technical set up of Albacross's tracking script on your website. This allows the data on which companies are visiting your website to be displayed in the Albacross platform.

Marketing will also be responsible for defining the target market segments, in accordance with your ideal customer profile (ICP) and buying intent activity. However, you should work closely together to determine what the ICP and intent looks like.

Let's delve in deeper on ICPs and intent activity.

What is an ICP?

> *"An Ideal Customer Profile (ICP)* is a set of firmographic attributes that represent your organization's most valuable customers."*

**A company-level ICP should not be confused with buyer personas who represent the individual buyers within the company.*

An ICP allows you to focus on selling to targeted accounts that are a good fit for your organization. When it's done correctly, it helps you identify the high value leads who visited your website.

To define your ICP, first make a list of your top 10 customers. What firmographic attributes do they have in common?

Consider these criteria:

→ ICP image:	→ Industries
→ Location	→ Decision makers (role)
→ Companies	→ Revenue
→ Employees	→ Technology Stack

Once you've evaluated the similarities your best customers have, you need to develop a company-fit model to see how well an account aligns with your ICP.

You can use this rating system to prioritize your ICPs which will aid in distributing sales resources and tactics, as well as identify future target companies.

Here's an example of the company-fit model:

'Dream' company

Large software enterprise with 500+ employees in the UK, using Salesforce CRM.

'Nice to have' company

Large software enterprise with 200+ employees in Europe, using Salesforce CRM.

'Won't actively prospect' company

Non-European Software companies with under 50+ employees.

In addition to defining your ICP for your segments in Albacross, you also need to consider intent activity. Let's take a look at what this means.

What is Intent Activity Data?

When a prospect is showing buying intent it means they are likely to be considering making a purchase. For example, a returning visitor checking out your pricing page or a visitor who's spent a long time on your product pages shows high buying intent.

You can use the benchmarks below to classify high intent data.

***Activity scoring on site**

Exclude converted / form inputs (you can do tvhis in Albacross) - You only want to identify unconverted visitors

Pricing page visits - 1 visit

Product page views - 1 visit or more

Session duration - 1 minute or more

Relevant traffic sources (search, adwords, direct, Linkedin)

UTM tags - Visits that came from your relevant marketing campaigns

**These benchmarks are based on our own conversion rates of unconverted website visitors.*

Pro tip: Make your ICP and intent activity as niche as possible so that your SDRs only get the most relevant data. You can always amend your segments after a trial period.

Why is an ICP and Defined Intent Activity Criteria Important When Using Albacross?

Having a clearly defined ICP and intent activity criteria allows you to segment lead data in Albacross. This gives you the ability to pick out the leads that are likely to be the most pre-qualified and who present the biggest opportunity for your business.

In addition, it gives you the data you need to qualify intent leads - prospects that have expressed interest in your products and services on your website but have not identified themselves - to determine how you prioritize them and which outbound sequence you put them in.

For example, the dream companies who show buying intent will become the priority for your SDRs when it comes to prospecting. They'll need to be fielded quickly to the relevant SDR for follow up.

On the other hand, leads that didn't match the criteria can be put into an automated outbound sequence for nurture.

Understanding which leads need more focus allows your SDRs to **prospect efficiently** and **effectively**.

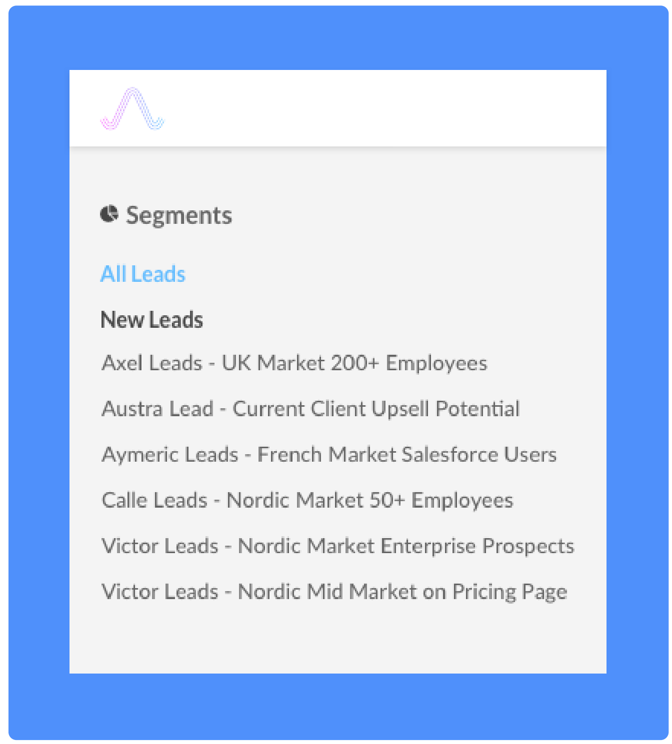
Intent Lead Distribution

Once the ICP and intent activity criteria have been set up, you as a Sales leader need to be involved in decisions around how the leads will be distributed to the sales team for follow up.

For example, you could distribute the leads based on a number of criteria:

- → Country
- → Enterprise vs non-enterprise
- → New vs existing customers
- → Region
- → SDR name

We most typically see customers fielding leads based on SDR and region/country. Depending on how you choose to field intent leads, your segments might look a little like this.



Note: Ensure you liaise with marketing so they understand how you want the lead data to be distributed as they are the team typically responsible for setting up segments in the platform.

Account Intelligence

In addition to intent data, Albacross can also provide Account Intelligence. Account Intelligence uses the same data to help Account Managers identify intent from existing accounts. This enables them to recognize potential upsell or cross sell opportunities when a customer visits your website. It also enhances communication during long lead cycles.

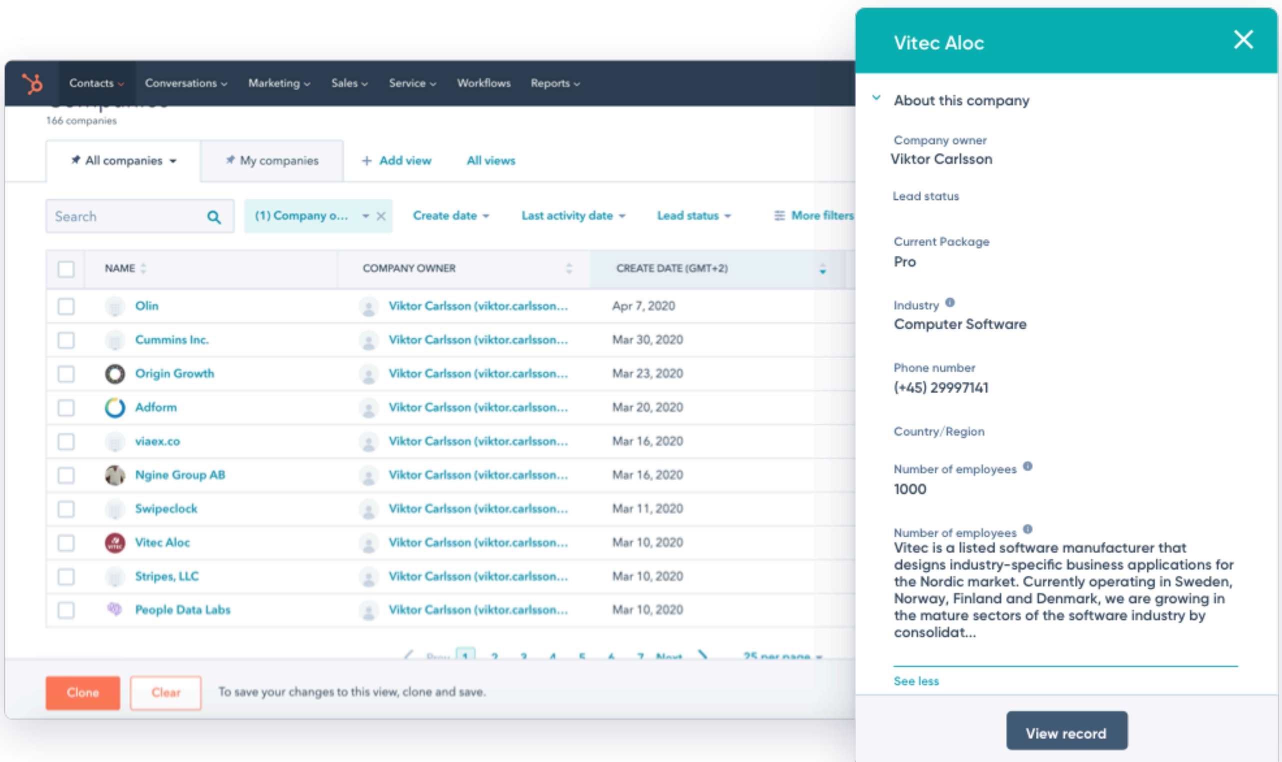
In this instance, you would distribute leads based on existing customers and/or by Account Manager name.

Talk to your Customer Success Manager to learn more about Account Intelligence.

How Will Intent Leads be Distributed?

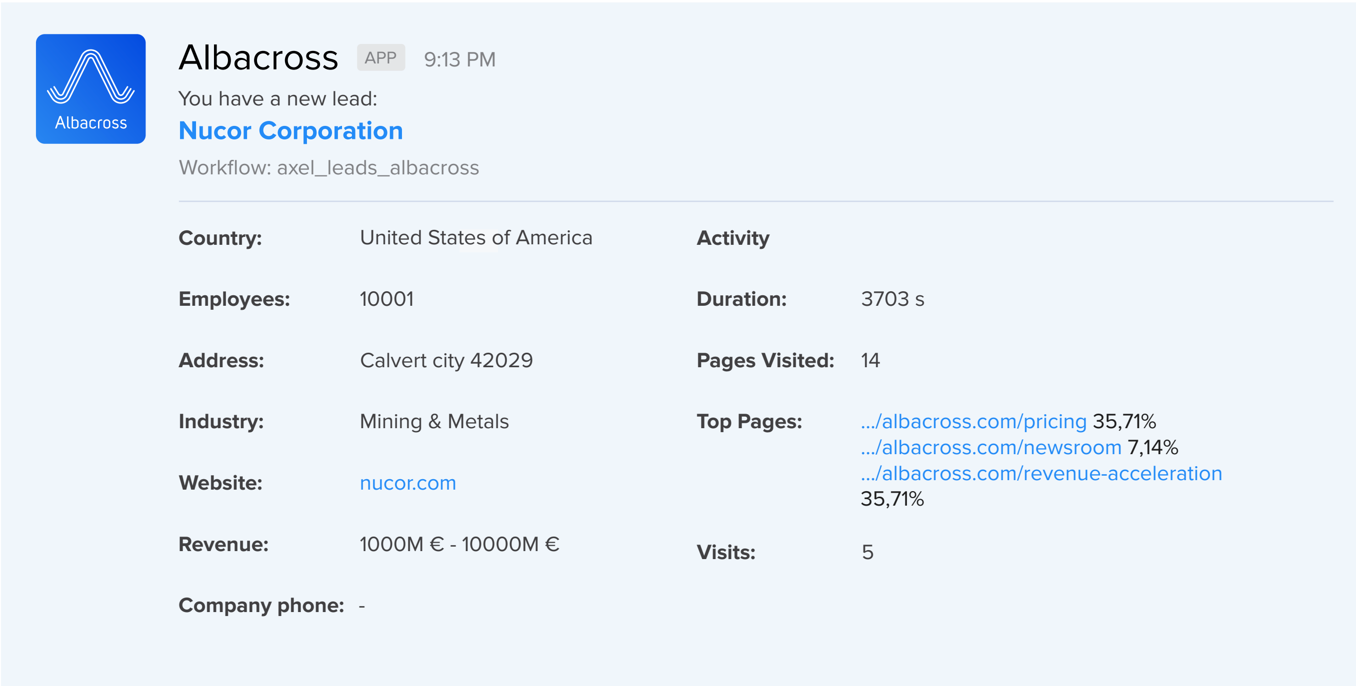
Typically, intent leads generated from Albacross will be distributed to SDRs in three formats:

Automatically created as leads/accounts/deals in your CRM and assigned to an SDR.



(depending on how you choose to set this up - liaise with the marketing team on this). You will need to have an integration setup with Albacross to achieve this. Here is an example of how the data from Albacross might look in your CRM.

Slack notification.



The Slack-Albacross workflow will allow you to create specific channels for each SDR. This means the relevant people are notified instantly when a company of interest has visited your website.

Use Microsoft teams? You can also achieve this integration through web hooks. Ask your Customer Success Manager for more information.

List format in your CRM.

This is the active workflow list your SDRs will use to determine which outbound sequences the leads will go into. The list is updated automatically.

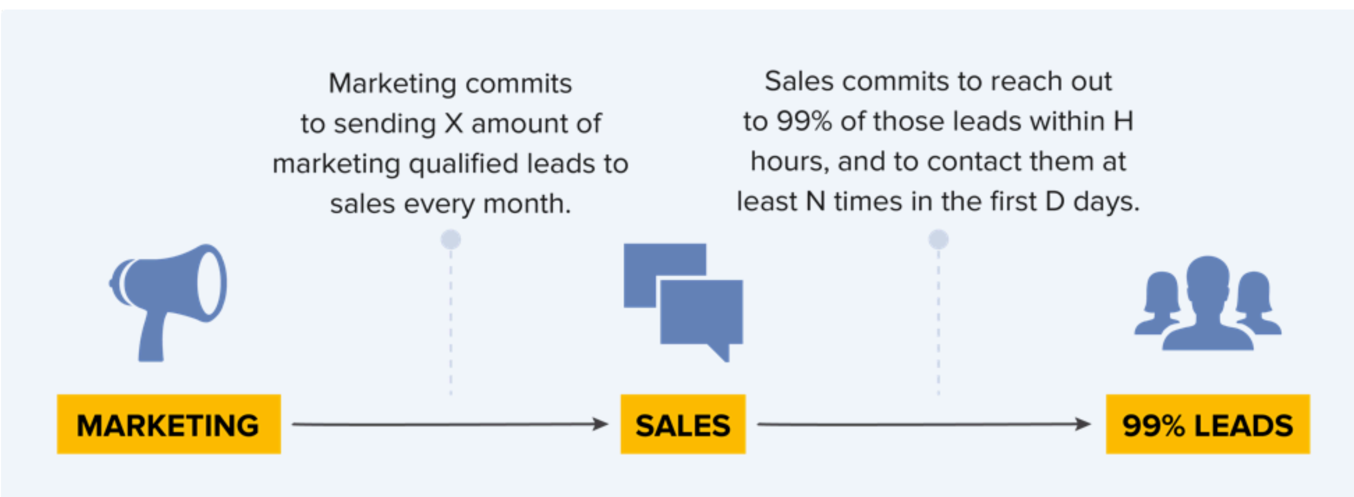
Find a Sales Engagement Platform That Suits You

We recommend you use a sales engagement platform to handle intent leads you get from Albacross. A sales engagement platform such as Outreach or Salesloft allows you to create sequences for different types of leads. Since you'll be creating various sequences for prospecting (based on the Agoge Sequence), the easiest way to manage prospecting - and keep data entry to a minimum - is to use a sales engagement platform.

Create a Sales-Marketing SLA

The data generated from Albacross impacts both marketing and sales. Ultimately, it helps to unify both teams. Therefore, it's always a good idea to put a service level agreement in place to foster alignment and ensure the lead management process runs smoothly.

At a very top level, the SLA should outline the deliverables that both marketing and sales have. It will likely look something like this.



The Albacross Outbound Framework Stage #2 - Engage

We've established how intent leads should be distributed and who should be responsible for following up but how should SDRs go about it?

While intent leads are more likely to become qualified since they hit your pre-qualification criteria as per your set up in the Albacross platform, they still need to be nurtured in the same way as any other lead.

Therefore, it's important to know that leads still need to be qualified and prospected.

The second state of the Outbound Framework is the engage stage. This involves enrolling intent leads into an outbound sequence of phone calls, emails and Linkedin messaging.

Here's an example of the sequence we use at Albacross.

- The Opening Emails
- Middle Emails
- Social Touches
- Calls
- Breakup Email

Activity	Task	Day
1	Phone Call	0
2	LinkedIn Follow	1
3	Manual Email	1
4	Email Reply	3
5	Phone Call	3
6	Phone Call	4
7	Email Reply	4
8	LinkedIn InMail	7
9	Phone Call	10
10	New Email	14
11	Reply Email	15
12	Reply Email	17
13	Phone Call	19
14	Phone Call	21
15	Breakup Email	27

There are 15 touch points, spanning 27 days. This is based on The Agoge Sequence and it works because it incorporates a combination of outreach tactics which gives you a good foundation to be able to test out which communication channels work for your prospects.

This sequence is just a guideline. If your prospects respond positively on a certain channel, make sure you accommodate that preferred communication channel rather than try to fit them into this sequence.

Once you've defined your outbound sequence, you'll need to consider the following criteria to know who to prioritize within your sequence and what message you should craft:

→ ICP and Persona

→ Level of intent activity

Making your outbound sequences as relevant as possible will allow you to be more targeted and personalized in your communications.

Firstly, look back to the company-fit model we talked about earlier. Which ICP category does the company fall into?

→ **'Dream'** company

→ **'Nice to have'** company

→ **'Won't actively prospect'** company

Next, consider who the contact is by looking at their job role. Which persona do they represent?

Referring to your personas will be important in establishing the level of prioritization you will need to enforce in your prospecting and will ensure you hit all the correct discussion points in relation to their goals and challenges when crafting your messaging.

Create a prioritization matrix like the one below which outlines who your priority personas are.

→ In the following example, the green tiles are high priority. These are prospects that can become an immediate lead and placed in a call sequence.

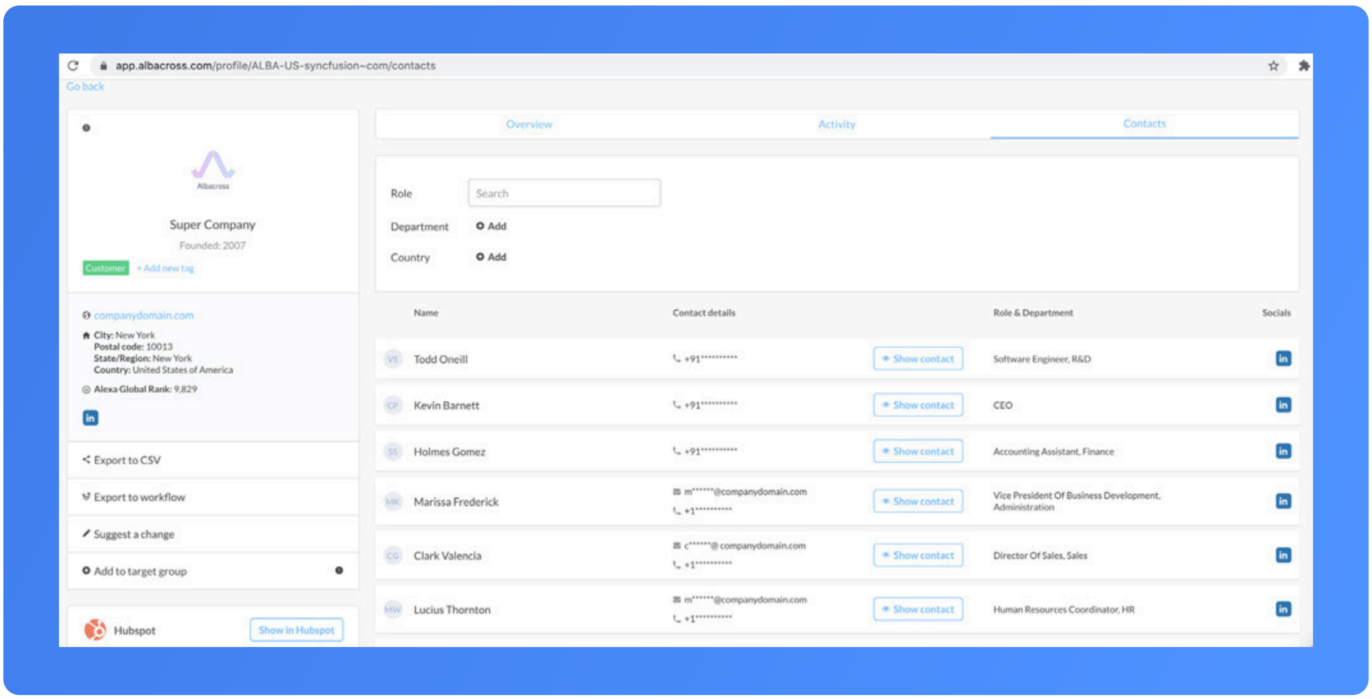
→ The yellow tiles are medium priority. These are prospects that can get you closer to an immediate opportunity. These tiles can be placed into an automated sequence, meaning that if there is a certain level of engagement in a sequence, you can then prospect manually.

→ Tiles in red are low priority and shouldn't actively be prospected.

VP of Marketing	**CMO**
Head of Marketing or Director Marketing	**Head of Growth**
Global or Group Marketing Manager	**Marketing Manager**
Marketing Manager (each region)	**Demand Generation Manager/Lead Generation Manager**
Brand Manager	**Growth Manager**
Product Marketing Manager	**Perfomance Marketer**
Content Strategist	**CRM Manager**

If you have an Albacross integration set up with Hubspot or Salesforce, you can automatically send a number of contacts for a particular account to your CRM. If your priority persona is for example, a Marketing Manager, that means the Marketing Manager's contact information will appear in your CRM.

If the contact information is not available and you want to prospect a different contact, simply go to the 'Contact' tab in the Albacross platform - see below (the link to this part of the platform can also be accessed in the Hubspot or Salesforce record) for that particular account and look up alternative contacts at the company.



Next, identify the level of intent activity the prospect has made on your website. This will help you create custom messaging and will give an indication of whether you need to amend the sequence stated above.

Typically, we recommend you split intent leads into two categories depending on where they appear to be in the buyer journey.

High buying intent

(These leads should become high priority and should go into an aggressive outbound sequence):

→ Visited a product and/or pricing page

→ Session duration was above 1 minute

→ Number of visits was above 2

Note: You can define high buying intent as just one of these criteria, a combination of or all three. The choice is yours!

Intent leads showing this level of activity should:

→ Become top priority for your SDRs

→ Should go into an aggressive outbound sequence

→ Should be manual and personalized

Low buying intent

- → Downloaded content
- → Visited blog pages
- → Session duration was less than 1 minute

Intent leads showing this level of activity should:

- → Become lower priority for your SDRs
- → Should go into a nurture sequence
- → Should include some level of automation

Once you have identified the level of intent activity these leads show, it's time to match their activity to their persona. This will help you narrow down the prioritization list even further.

A prioritized prospect list might look like this:

Top priority → Aggressive outbound

- → Fits your ICP and priority persona
- → Shows high buying intent

Priority → Manual nurture

- → Fits your ICP and priority persona
- → Shows low buying intent

Medium priority → Automated outbound

- → Doesn’t fit your ICP or priority persona
- → Shows high buying intent

Low priority → Automated nurture

- → Doesn’t fit your ICP or priority persona
- → Shows low buying intent

Now, let's get back to our the sequence:

We recommend you use the same sequence of phone calls, emails and LinkedIn messaging for both outbound and nurture sequences (although you can add a few more phone calls to the aggressive outbound sequence if you wish. You could also start the sequence with an email for low priority leads instead of a phone call).

The difference between these sequences will be the level of automation implemented. You can automate all the touches for medium and low priority leads or start by automating just a few. If you choose the latter, we recommend you start by automating the middle emails (those highlighted in green).

- The Opening Emails
- Middle Emails
- Social Touches
- Calls
- Breakup Email

Activity	Task	Day
1	Phone Call	0
2	LinkedIn Follow	1
3	Manual Email	1
4	Email Reply	3
5	Phone Call	3
6	Phone Call	4
7	Email Reply	4
8	LinkedIn InMail	7
9	Phone Call	10
10	New Email	14
11	Reply Email	15
12	Reply Email	17
13	Phone Call	19
14	Phone Call	21
15	Breakup Email	27

Create Meaningful Outreach

Now that we've determined how to prioritize intent leads and what type of sequence they should be enrolled into, it's time to get down to the content.

What should you include in your communications to create meaningful outreach—Outreach that both resonates with your audience and puts SDRs in a position of influence with key decision makers?

Here, we share our best practices for reaching out to Albacross intent leads, messaging examples that work and a checklist you should follow every time your SDRs create an email/video email/LinkedIn inmail or jump on a call.

Best Practices for Email Outreach

The Opening Emails

The first email of a sequence and associated reply emails (we'll go into these further down) are the most important. A great first email sets the bar for the rest of the sequence.

You should always aim to give the prospect high attention in the first email— the rest of the steps will then be more effective.

For this reason, the first email that you send to a prospect should be personalized.

Consider the following to help you personalize the email:

1. Do your research before reaching out to the company.
    a. What industry are they in?
    b. Are they hiring people within a certain department that would benefit from your offering?
    c. Has the prospect written any blog posts/articles recently? Have they been quoted in any recent press releases?
2. Create a subject line that is concise and transparent
3. The first line of the email should include the reason for reaching out to the prospect. Use Albacross data to determine:
    a. Firmographic reason, ie. Do they fit your ICP? Industry, number of employees etc.
    b. Demographic, ie. do they work they work within a certain space (to identify persona)
    c. Psychographic, ie. they have a belief, thought leadership, that relates to your product offering
    d. Technology, ie. are they using certain technology i.e. a competitor?
4. Tie the identified/hypothesized need to your Value Proposition
5. Include a CTA (Call to Action)
    a. For example: *"Can you give me a few minutes at 2 pm on Wednesday to discuss this, and, if you don't think I can help you, then so be it?"*
6. Keep it short & sweet. Try to keep the email around 4 lines.

Here are some examples of opening emails Albacross's SDRs recently sent to top priority leads.

Email to top priority lead who visited the pricing page (high buying intent)

→ Day 1 (activity 3 in sequence)

To

From Jan Mundorf (jan.mundorf@albacross.com)

Subject Hi from Albacross!

Hi

Page they visited

I just noticed that you guys at {{CompanyName}} are looking into LeadGen at the moment - so exciting!

From my research, i can see that you have over 5.000 companies at your website not converting - a potential I rarely see!

Value proposition

Is this something of interest to you at the moment?

Clear CTA

Talk soon,

Jan

Vänliga hälsningar / Best regards
Jan Mundorf
Growth Advisor

jan.mundorf@albacross.com
+46 729 714990
Kungsgatan 26, 111 35 Stockholm
www.albacross.com

Albacross

This email keeps it short and sweet. The first sentence uses Albacross data to a) find out who the company was that visited the Albacross website and b) what page they looked at - LeadGen. It then highlights the value proposition and finishes with a clear CTA.

Personalized outbound email to priority lead (low buying intent)

→ Day 1 (activity 3 in the sequence)

To

From Jan Mundorf (jan.mundorf@albacross.com)

Subject Hi from Albacross!

Hi

Super personalized

Just read on your LinkedIn that you are a sales-lover, driven by intellectual curiosity and hunger!

I guess that this curiosity is not limited to your own sales team but also your clients? Similarly, Albacross is providing you with the best insights from potential clients visiting your website. In detail, you get GDPR compliant contact details, best Data coverage in the US, and Europe as well as smooth integrations with your CRM.

Since you have over 25.000 companies on your website that are not converting - I am wondering if it would be worth a brief conversation to see how Albacross can support your sales team?

Talk soon,

Jan

Ties hypnothesized need back to value proposition

Vänliga hälsningar / Best regards
Jan Mundorf
Growth Advisor

jan.mundorf@albacross.com
+46 729 714990
Kungsgatan 26, 111 35 Stockholm
www.albacross.com

Albacross

This email does a great job of being super personalized— you can tell Jan has done his research by looking at the prospects LinkedIn profile (profile link available through Albacross).

He's come up with a hypothesized need the contact may have and tied it back to the value proposition. In addition, he has piqued interest by telling the prospect how many companies are visiting his website but not converting (more detailed value prop), using this to position the call to action.

Personalized nurture email to priority lead (low buying intent)

→ Day 1 (activity 3 in the sequence)

To

From Austra Kase (austra.kase@albacross.com)

Subject Hi from Albacross!

Hi

Software installed

I saw you donwloaded our E-book “Converting the Unconverted” 2 days ago. What are you thoughts so far?

I noticed you have Clearbit and Leady installed on the {{Company name}} website, which, correct me if I’m wrong, must mean you are interested in identifying your anonymous website visitors!

If you want to know more about how the Albacross platform works or just have any questions, don’t hesitate to reach out!

Happy reading, and have a great day!

Kind regards,

Austra

Vänliga hälsningar / Best regards
Austra Kase
Sales Development Representative

austra.kase@albacross.com
+46 729 714990
Kungsgatan 26, 111 35 Stockholm
www.albacross.com

Albacross

In this email, Austra uses the ebook the prospect recently downloaded to strike a conversation. She also highlights the technologies (which happen to be our competitors) the prospect currently uses (this information is available in the Albacross platform) to increase brand awareness as a leader in the same marketplace.

Reply Emails

The reply emails are a reminder that is sent via the initial email chain (you can send automated reply emails if you wish). This is a follow-up email that you will send to remind the prospect of your initial outreach. The purpose of this email is to serve as a reminder, so keep it short. That way, your original personalized email is still visible.

Here's an example template:

→ Day 15 (activity 11 in sequence)

Hi, {{first_name}},

Sorry I missed you on the phone today. I was calling because (leave a one sentence reason for your call, or the name of the referral / event that introduced you).

In my voicemail, I mentioned that I will call you back on [DATE] at [TIME] and of course you can always reach me before then at [YOUR PHONE NUMBER].

I look forward to connecting.

Best,

{{sender_first_name}}

Middle Emails

The middle emails are a set of three emails that can be automated. The first email should be brief and include a clear CTA. The two following emails will be reply emails to remind the prospect if there is no response.

Here's an example of an email to a low priority lead (**automated**).

→ Day 14 (activity 10 in the sequence)

To

From Axel Ahlberg (axel.ahlberg@albacross.com)

Subject Hi from Albacross!

Hi

Marketing should be integrated with all other departments. It's the center of it all right!

I guess you're focused on (1) driving the right demand, (2) automatically sending lead to your SDRs, and (3) gathering more data on your webiste visitors.

Would you be interested in ways to generate more leads from your current demand and automatically sending these to the right SDR in you CRM?

Best,

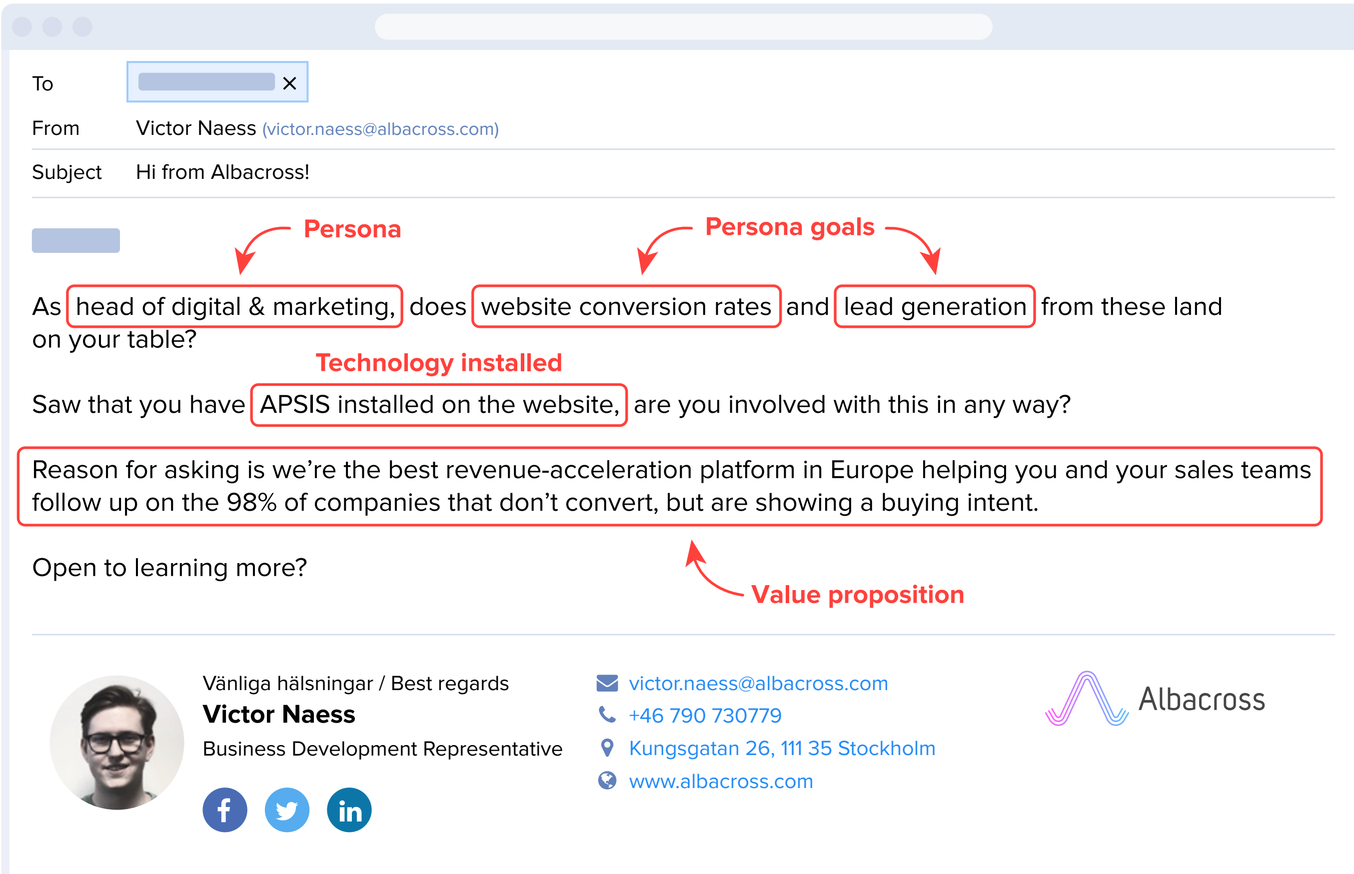
Axel

Vänliga hälsningar / Best regards
Axel Ahlberg
Business Development Representative

axel.ahlberg@albacross.com
+46 (0)709 44 70 42
Kungsgatan 26, 111 35 Stockholm
www.albacross.com

Albacross

Here's another example of a middle email:


To

From Victor Naess (victor.naess@albacross.com)

Subject Hi from Albacross!

Persona

Persona goals

As head of digital & marketing, does website conversion rates and lead generation from these land on your table?

Technology installed

Saw that you have APSIS installed on the website, are you involved with this in any way?

Reason for asking is we're the best revenue-acceleration platform in Europe helping you and your sales teams follow up on the 98% of companies that don't convert, but are showing a buying intent.

Open to learning more?

Value proposition

Vänliga hälsningar / Best regards

Victor Naess

Business Development Representative

victor.naess@albacross.com

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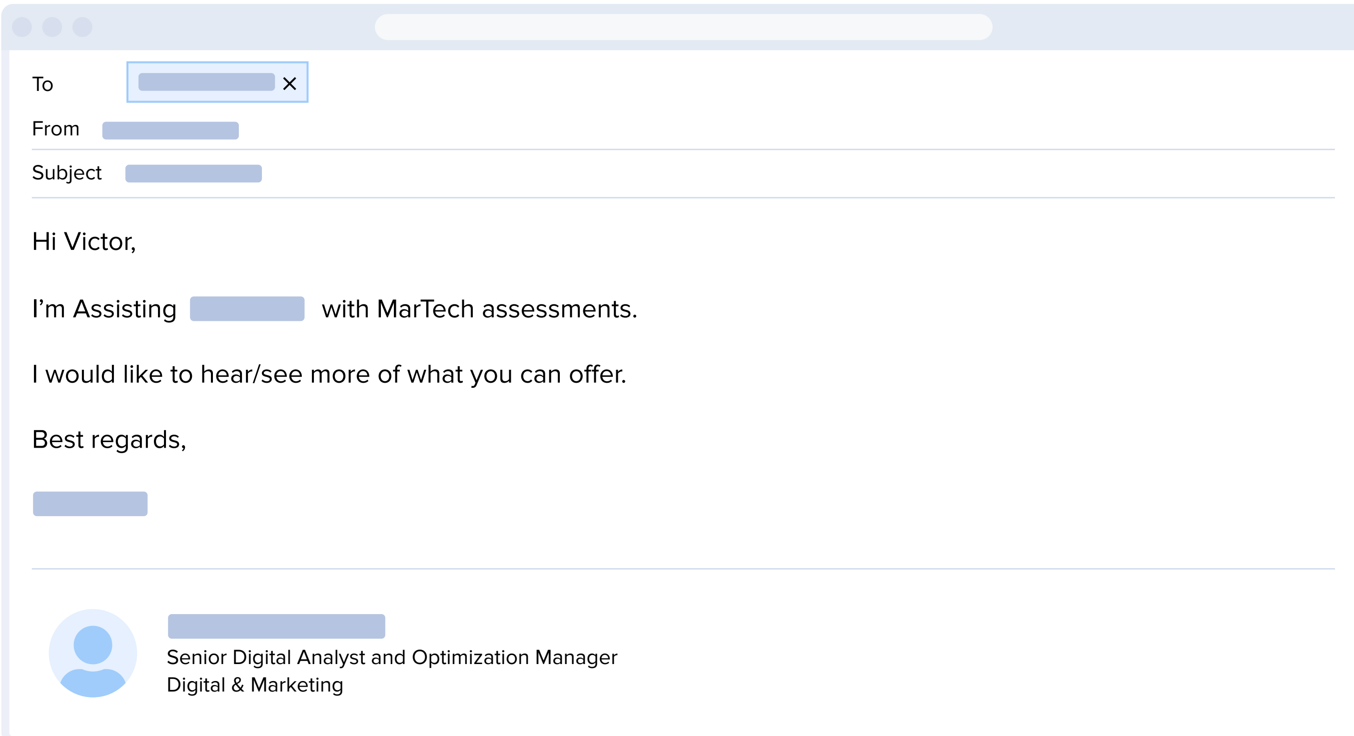
Albacross

In this email, Victor is trying to confirm the right prospect to talk to at the target company as he's not received a reply from the initial email. He's looked at the job role of the prospect and matched that to common goals a Head of Digital and Marketing might have. He's also identified the technologies installed on the website to ask if the prospect is involved with that software. Finally, he ties that back to the value proposition and concludes with a clear call to action.

It seems to do the trick. Here's the reply.



The initial contact has forwarded the email to the relevant person and confirms interest. Victor then books a meeting with the prospect and the rest is history!

If you really want to make your middle emails stand out, you can also add video into the mix.

Here's an email one of our SDRs, Axel, created for a top priority lead identified through Albacross. This is personalization at it's finest.

To

From Axel Ahlberg (axel.ahlberg@albacross.com)

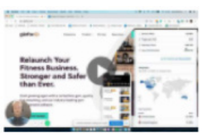
Subject Hi from Albacross!

Hey

Another boring e-mail....no, not this time! Here's a short 1-min video that I made for you!

What's it about? You, of course! ... well, truth be told ... about how we can help improve you marketing efforts by getting to know your website visitors more ;)

If you agree, we should chat. Next week good?



Albacross

You success in mind,

Axel

Vänliga hälsningar / Best regards
Axel Ahlberg
Business Development Representative

axel.ahlberg@albacross.com
+46 (0)709 44 70 42
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www.albacross.com

We've seen great success with personalized outreach videos, such as Loom videos like this one lately at Albacross. They appear to be working incredibly well during Covid times when the requirements for creativity in how to catch the attention of prospects is accelerated.

Two tips for video:

1. It can't be a bad message done over video (i.e. why your product is great and why they should take a meeting from you). Instead, it should be focused on a good message known as **away messaging** (see Skip Miller) that focuses on the pain points or challenges. Pitches that focus on why your product is great is 5-6x less effective than messages that state the pain or the challenges. "I am so sick and tired of...."
2. Remember: Trust and rapport comes from a certain degree of interaction and this is built much faster with video than it is with email. Letting your personality shine through onto the video is just as important as the content you are sharing.

Break up emails

A 'break up email' is a little misleading since you're not actually breaking up however, it is a last attempt at getting in touch with the prospect. A top tip for this email is that it's better to be remembered than liked. Write an unusually direct email to grab the attention of the prospect.

Something like this:

> *{{first_name}},*
>
> *I don't want to be rude but I have been reaching out for weeks and this is starting to feel like a one-way conversation.*
>
> *I've researched you and your company, I've called you 6 times, I've left messages, InMails...everything in my power. I KNOW {{Company}} can be a game changer for {{Account_Name}}.*
>
> *Even if you don't have time for a demo, can we at least chat so you can see why I'm being so persistent?*
>
> *{{sender_first_name}}*

With enough practice, you will be able to convert responses, even negative ones, you receive from these types of emails into meetings surprisingly often.

Something like this:

To

From Axel Ahlberg (axel.ahlberg@albacross.com)

Subject Hi from Albacross!

Hey

Wanted to reach out one more time and just make sure I haven't overstepped my ground!

Given your focus on driving the right demand, and our solution to maximize leads from your current demand, I originally thought it made sense to reach out.

Maybe it's me, but I'm getting the feeling it's just not a great time to connect... Did I get that right?

If not, no worries - perhaps we can connect in the future?

All the best,

Axel

Vänliga hälsningar / Best regards

Axel Ahlberg

Business Development Representative

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Albacross

Best Practices for LinkedIn Messaging

After sending the initial email, it's important to engage with the prospect on LinkedIn. The best way to do this at the start is through a LinkedIn "Connection request" to show interest in their work. Complete this step on Day 1 of the sequence.

On Day 7, if you have not received a correspondence from the prospect, send an InMail to the client that has a similar structure to the opening email.

Here are some templates you can use for LinkedIn Outreach.

Intro message when you request to connect with the prospect:

> *Hi {{first_name}}, I read an article regarding the recent growth of {{company}}. I’m looking forward to connecting with you to learn more about the {{industry} space.*

Follow up with an inmail message:

When creating an InMail for a prospect, reference the "opening email" considerations prior to sending. If you notice that you have mutual connections, find a commonality that may build rapport.

Best Practices for Phone Calls

When you call someone at the target account who visited your website you have a chance to have a real, authentic human interaction. This enables you to build trust and establish a connection with them. If you don’t reach the decision maker straight away over the phone, make sure to express that people at their company have been looking at your site and you need pointing in the right direction.

If you don’t find the person that visited your site, don’t despair! Keep trying - people are nice. Someone will always be willing to help you.

Here’s the script our SDRs use at Albacross.

Gatekeeper

Ask to be connected to the person that you want to talk to:

> *Hey, Viktor here from Albacross, do you have Peter Jonsson in today?*
> *Can you direct me please.*

Be creative! If you receive an objection, find an alternative way to get through - use the data in the Albacross platform, and the research you conducted to create rapport with the gatekeeper.

The Decision Maker (DM)

Hey Peter!
It's Victor here calling from Albacross - it looks like you have been showing interest in our intent data solution.

Hmm nooo ...
Haven't heard about you before.

Okay great. I will tell you - we're a venture funded startup that has developed a technology to map IP addresses to companies, making it possible to identify buying intent on a B2B companies website.

The reason why I'm calling, because we're using our own platform and I've seen a few people from your company showing interest on our website the last few days. Do you know if anyone in your company is looking for a lead generation platform right now? And if so, do you know who I should speak with?

→ Either you get an introduction to someone else

→ Or, this guy tells you he is the right person

Okay great that you're the right person, would you be interested in setting up a short call later this week - so that I can show you how the platform works and how you can utilize it like I'm doing here.

Hmm okay.

Can I get your email so that I can send a calendar invite for the call?

Thanks!

Actions to take after the call:

→ Send a calendar invite

→ Move them to a booked meeting in your outbound pipe

→ Do more research prior to the next meeting

The above examples of outreach for intent leads are just that, examples. You can use them as a reference point when crafting your own communications. You'll need to adapt your messaging for your business and your prospects. But one thing is for sure, there's always best practices to follow with EVERY interaction you make.

Checklist for Meaningful Outreach. Everytime.

Here at Albacross our SDRs use the following 'BE' checklist to ensure we're always creating meaningful outreach.

1. BE Customer-focused. Every salesperson needs to take themselves out of the picture when writing the initial email. This email needs to be centered around the prospect. As a sales leader, encourage your sales team to be diligent and creative when researching their prospecting.

2. BE Relevant. Frame your message to show how your product/service can help your prospect overcome their objective challenges. To make sure your SDRs are relevant, discuss personas regularly and conduct workshops to provide landscape knowledge.

3. BE Meaningful. Nobody likes a cold email. Differentiate yourself from the competition by creating content with an objective to build rapport and make a great impression. To do that, you really need to know who you're talking to and make your outreach meaningful.

4. BE Concise. Make sure your email content is concise and flows from the premise > body > CTA. Too many value propositions can be confusing and take away from the key message. Keep it simple & meaningful.

5. BE Bold. The subject line is golden. If you can't pique the reader's interest within the subject line, all of your hard work to create strong meaningful content is wasted. Be bold, concise and creative.

The Albacross Outbound Framework Stage #3 - Understand

We highlighted in a previous chapter the importance of setting objectives for Albacross. To measure the platform's performance against those objectives, you need to define specific metrics your revenue teams (marketing and sales) are accountable for.

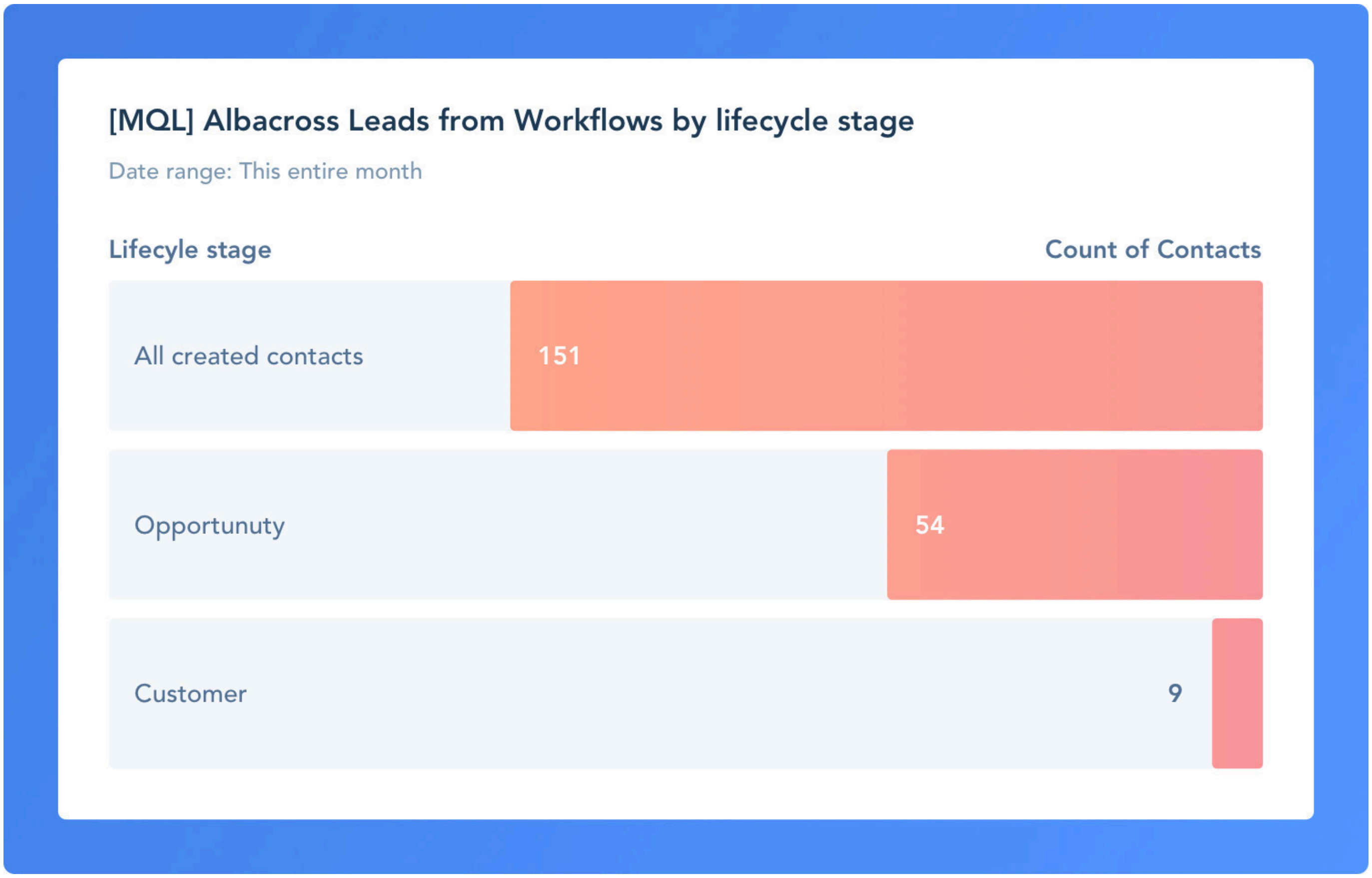
The number one tip here is that you track the progress of intent leads throughout the **ENTIRE** sales cycle.

After all, acquiring qualified leads through Albacross is great. However, if they don't progress through the sales cycle and result in closed deals, you're not getting the desired ROI.

We know you're likely to track performance in your marketing automation and CRM systems. We recommend you incorporate Albacross performance into those dashboards.

At Albacross, we use Hubspot. So we're tracking intent leads from Albacross here.

Here's what our dashboard looks like.



We track how many contacts were created within Hubspot as a result of Albacross. Then we identify how many of those contacts progressed to the opportunity stage. Finally, we track how many of those opportunities turned into closed deals - essentially how many customers we acquired.

Measuring performance in this way will help you measure against your objectives.

It's also worth assigning a value to those opportunities and closed deals so you can track how much additional revenue you're achieving with Albacross.

These are the **unified metrics** your marketing and sales teams should co-own.

In addition to these metrics, your sales team can track:

→ **Email response rate** - what percentage of your SDRs emails are being responded to?

→ **Email open rate** - what percentage of your SDRs emails are being opened?

→ **CTR for CTAs** - what is the click through rate for your main call to actions in your SDRs emails?

→ **Time spent on phone** - how long are your SDRs spending on the phone?

→ **No. of dials** - how many calls do your SDRs make daily?

→ **No. of LI connections** - how many people did your SDRs connect with on LinkedIn?

→ **Intro meeting/demo booked** - how many meetings did your SDRs book?

→ **AE meeting booked** - how many meetings did your SDRs pass to Account Executives?

These metrics are easily tracked in your CRM. In addition, if you're using a sales engagement platform like Outreach and Salesloft you will also be able to track some of these metrics. You will simply need to isolate the data points which are relevant to Albacross in order to measure the performance of the platform.

Bottom Line - Applying The Albacross Outbound Framework

We live in a complex digital world. With the buyer journey now almost exclusively online, buyers research independently making them anonymous to sales reps.

Applying the Albacross Outbound Framework allows you to overcome this challenge. By identifying potential buyers earlier in the buyer journey, you're able to connect with and influence key decision makers.

In this guide, we've detailed the steps you need to take to apply the Outbound Framework. Here's a quick summary:

→ Decide who needs to be involved from Sales in the implementation of Albacross — Sales Manager/SDR Team Lead, SDRs.

→ Set your objectives for Albacross — how many additional opportunities do you need to generate from Albacross to achieve your revenue goal?

#1 Set up

→ Work with marketing on defining your Ideal Customer Profile and buying intent criteria.

→ Find a sales engagement platform that works for you.

→ Define the lead management process for intent leads. What format will you receive them in? Who will receive them? How will they be assigned? What data specifically will be sent from Albacross?

→ Create an SLA between marketing and sales.

#2 Engage

→ Set expectations for your SDR team around follow up. There's still work to be done to qualify intent leads!

→ Create your outbound and nurture sequences based on your ICP, persona and intent activity.

→ Prioritize intent leads.

→ Use Albacross data to craft personalized messages that are meaningful.

#3 Understand

→ Measure the success of Albacross— assess how many contacts you created in your CRM and of those contacts how many progressed to opportunity stage and then to closed deal. Remember these metrics should be co-owned by your revenue teams.

→ In addition to these metrics, your sales team should be measuring open and response rates, number of dials and LinkedIn connections as well as meetings booked (both with SDRs and AEs).

→ Create a dashboard within your CRM/Sales engagement platform that isolates Albacross data so you can get an accurate picture of performance, enabling you to calculate the true ROI of the platform.

Net Solutions jest jedynym polskim partnerem szwedzkiej firmy Albacross i wspiera wdrożenia jej platformy Account Based Marketing.
Wdrażamy, konfigurujemy, utrzymujemy platformę dla naszych klientów, szkolimy jak efektywnie z niej korzystać. Pomagamy w integracji platformy Albacross z innymi narzędziami, jak Slack, Salesforce, Pipedrive, a także wieloma innymi, z którymi nie ma gotowych integracji, za pośrednictwem Zapier. Pomagamy konfigurować lub prowadzimy kampanie LinkedIn w oparciu o dane pochodzące z Albacross.

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