

# PLAY #5: HIGH-FIT BUT SILENT ACCOUNTS

Proactive | Top-of-funnel | Manual list motion

Some of your best opportunities are sitting idle in your CRM. They match your ICP perfectly, but they’re quiet. No clicks. No visits. No signals (yet). It happens more than most teams realize: as strategies evolve and scoring models shift, great-fit accounts often slip through the cracks.

This play targets high-fit accounts that haven’t shown activity but resemble your best customers. Instead of waiting for intent, you take the first step: offering value, building relevance, and giving them a reason to engage.

What it looks like in action

| Tactic                                   | Description                                                                                                                                                                                     |
|------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Build a silent ICP list                  | Use CRM filters and enrichment tools like Apollo, Clay, or Clearbit to identify 50 to 100 ICP-matched accounts with no recent activity. Refine with input from Sales or past pipeline data.     |
| Drop “what you might be missing” content | Send a one-touch asset previewing what similar companies have unlocked (e.g., “3 workflows fintech GTM teams automate with [product]”). Use Tofu to generate vertical-specific versions.        |
| Send persona-first email sequences       | Create outreach tracks based on role rather than activity (e.g., “What Heads of RevOps are prioritizing this quarter”). Use Tofu to contextualize tone, CTA, and proof by segment.              |
| Engage with creative social touches      | Add a human layer with tailored LinkedIn messages, relevant comments, or low-key engagement like follows. Subtle visibility builds recognition over time.                                       |
| Run value-led display ads                | Launch ads that highlight transformation, not features. “How top CS teams drive 90% renewal intent by onboarding day 30” beats “See a demo.” Tools like LinkedIn or 6sense can drive placement. |
| Equip AEs with a warm-up ping            | Give reps a simple CTA and one relevant asset. “Thought you’d find this interesting—happy to send a version customized for your team.”                                                          |

## WHY IT WORKS:

This play recognizes that activity  $\neq$  fit. The best accounts don't always raise their hands first—but that doesn't mean they should sit untouched.

By starting with fit and layering in relevance, you create low-friction entry points that feel timely, not forced. With smart targeting and light, contextualized outreach, you give high-potential accounts a reason to lean in.