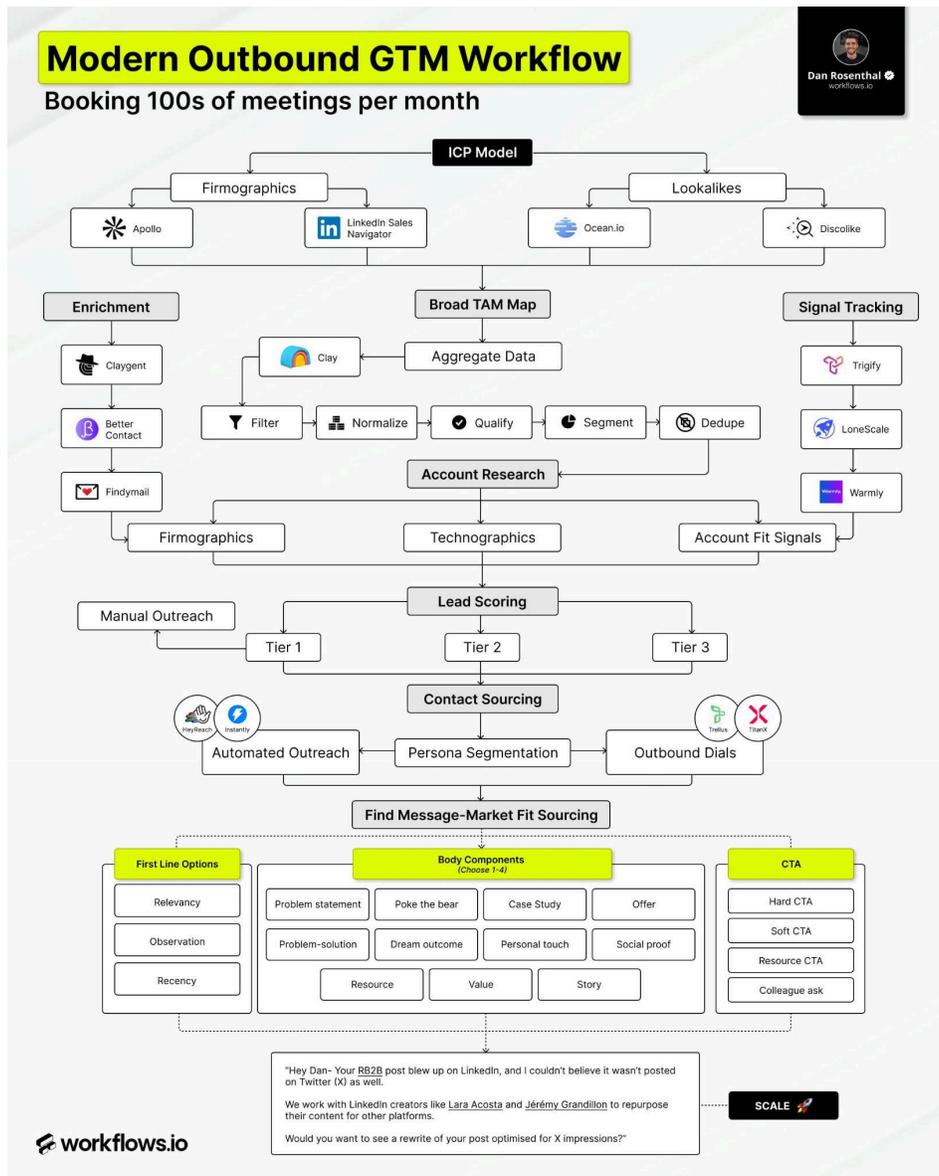


The 7-Step Outbound GTM Framework That Booked 320+ Meetings



How it works?

Step 1: Define Your ICP Model

The outbound engine begins with a precise, data-driven Ideal Customer Profile.

Inputs typically include:

- **Onboarding form** capturing firmographics, commercial model, negative ICP, and ideal traits
- **SDR & CSM interviews** providing front-line insight into persona behavior and objections
- **Closed-won analysis** identifying firmographic/technographic patterns, triggers, and indicators of long-term success

The output is an operational ICP expressed as repeatable rules and filters usable across Apollo, Sales Navigator, Clay, and scoring systems.

Step 2: Map & Segment Your TAM

A complete market is created using multiple data sources rather than ad hoc lists.

Primary TAM sources:

- **Apollo & Sales Navigator** → firmographic foundation
- **Ocean.io & DiscoLike** → lookalike expansion
- **Apify & EasyScrapr** → niche and long-tail account capture

Clay processing workflow:

Dedupe → Filter → Normalize → Qualify → Segment

This produces a unified, accurate TAM that supports scalable and consistent outbound execution.

Step 3: Account Research

Once the TAM is established, each account is enriched with structured intelligence.

Research layers include:

- **Firmographics:** sub-industry, headcount, locations, funding stage
- **Technographics:** tools used, competitor products, integration potential
- **Fit signals:** SOC2 compliance, hiring patterns, leadership changes, funding events
- **Custom research points:** business model, operational complexity, vertical nuances

Signal-tracking tools:

- **Trigify** → social engagement
- **LoneScale** → champion and organizational movement
- **Warmly** → website visitor deanonymization

Step 4: Lead Scoring

Accounts are tiered based on fit, intent, and signal strength.

Typical structure:

- **Tier 1:** High-fit accounts with strong signals → manual sequences, phone-first outreach, and deep personalization
- **Tier 2:** ICP-fit accounts with moderate signals → multichannel email + LinkedIn workflows
- **Tier 3:** Low-signal but relevant accounts → automated outbound sequences

Scoring ensures outbound effort is allocated proportionally to account potential.

Step 5: Contact Sourcing

The next step involves mapping the full buying committee inside each target account.

Tools commonly used:

- **Findymail** → primary email discovery and verification
- **BetterContact** → direct-dial enrichment through waterfall logic

The goal is complete role-based coverage across executive, operations, technical, finance, and end-user personas to support multi-threaded outbound.

Step 6: Message–Market-Fit

Messaging is tested systematically until a consistently converting narrative emerges.

Testing variables include:

- Openers
- Value propositions
- Problem statements
- Social proof
- Personalization angles

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- Offers and CTAs

Execution typically occurs through:

- **Instantly** → email A/B testing and sequence optimization
- **HeyReach** → LinkedIn messaging and touchpoint validation

Step 7: Scale

After positive intent, proven messaging, and stable deliverability are established, the outbound system expands through:

- Additional SDR capacity
- Adjacent persona groups
- New data sources for TAM expansion