

Zeliq

Complete Guide to Multichannel Prospecting.

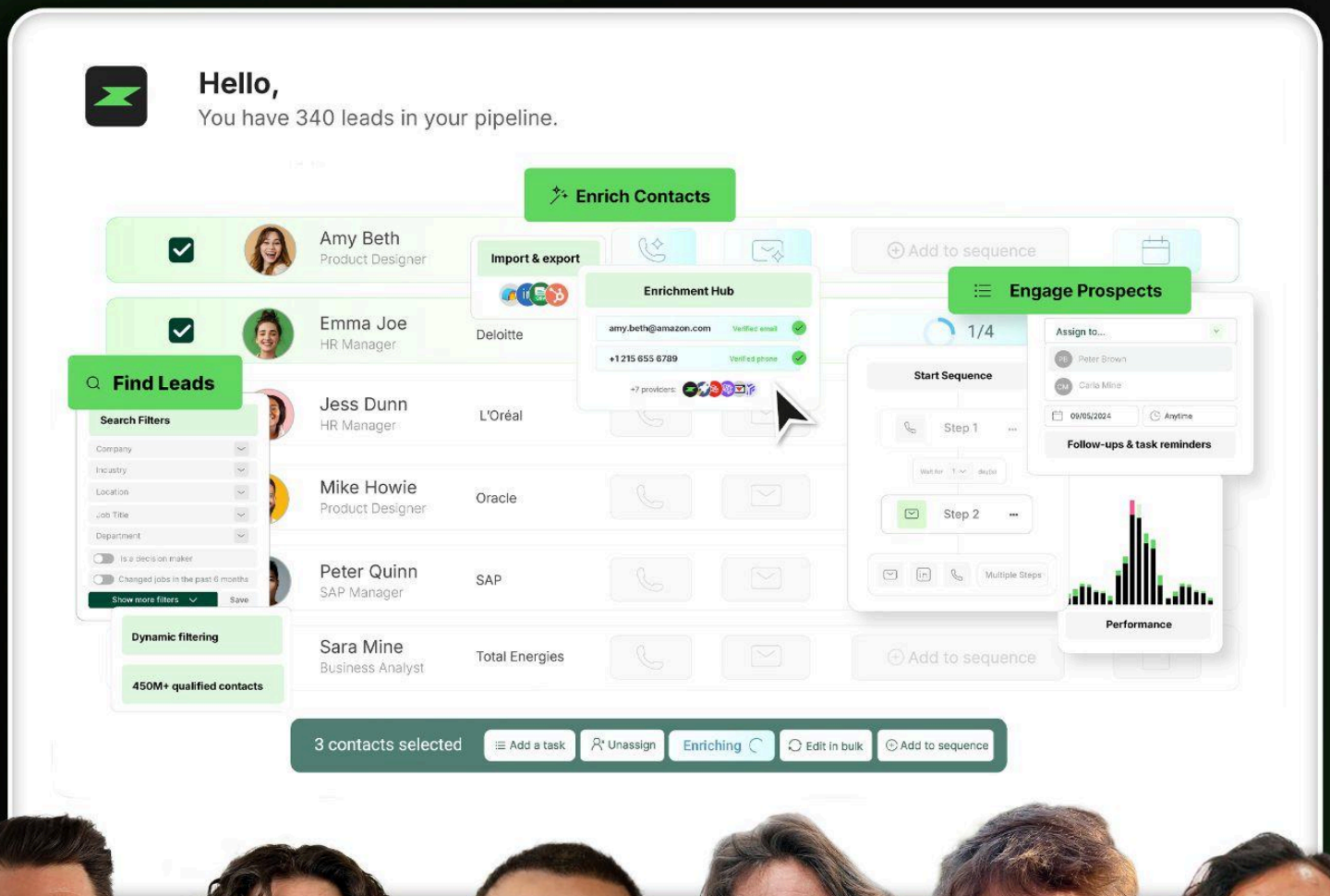




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1. Introduction: The Evolution of Prospecting

Sales prospecting has undergone a quiet yet profound revolution in recent years. Gone are the days when a simple introductory email or a cold call was enough to secure a meeting. Today, prospects are bombarded with sales outreach on a daily basis, naturally developing resistance to traditional sales approaches.

This transformation of the sales landscape has given rise to a new method: intelligent multichannel prospecting, based on anti-selling and the creation of authentic value. This method no longer consists of “selling” in the traditional sense, but rather of creating meaningful conversations, delivering value before even mentioning your product, and selling emotional gains rather than technical features.

The goal of this guide is to provide you with a complete and practical understanding of this new science of prospecting. We will explore how to use tools like Zeliq to orchestrate sophisticated multichannel campaigns, how to personalize outreach at scale, and above all, how to shift your mindset from salesperson to advisor and value creator.

Modern multichannel prospecting relies on a fundamental principle: your prospect must feel that you are genuinely interested in them and in their challenges, long before they discover what you are selling. This approach, which we will refer to as “anti-selling,” consists of fully reversing traditional sales logic to create an environment where the prospect naturally comes toward you.

2. Understanding Multichannel Prospecting

Definition and Core Principles

Multichannel prospecting is a sales strategy that involves using several communication channels simultaneously to engage a prospect throughout their buying journey. Unlike traditional single-channel approaches, this method acknowledges that each prospect has their own communication preferences and specific moments of availability.

The main channels include email, LinkedIn (messages and interactions), phone calls, secondary social platforms (Twitter, Instagram), and even physical interactions at events. The art of multichannel prospecting lies in harmonious orchestration of these various touchpoints to create a coherent and progressive experience.



The Three Pillars of Modern Multichannel Prospecting

1 - First Pillar: Building Authentic Relationships

The first pillar consists of establishing a human relationship before any sales attempt. This approach is the complete opposite of aggressive prospecting methods, where the salesperson immediately shows up with their sales pitch. Instead, you must position yourself as someone genuinely interested in the prospect's challenges and successes.

Relationship building involves actively observing your prospects' activities on social networks, understanding their professional context, and authentically engaging with their content. When you comment on a prospect's LinkedIn post, your goal isn't to get noticed to sell—it's to offer a useful perspective that enriches the conversation.

2 - Second Pillar: Expert Positioning

The second pillar consists of establishing your credibility and expertise in your field before the prospect even knows what you sell. This "thought leadership" strategy allows you to be perceived as a valuable resource rather than an intrusive salesperson.

This positioning is achieved through creating quality content, participation in expert discussions, sharing relevant insights, and consistently demonstrating your deep understanding of the challenges within your market. When a prospect discovers your profile, they should immediately understand that you are someone who can help them solve their problems.

3 - Third Pillar: Progressive and Personalized Engagement

The third pillar concerns how you progressively engage prospects across the various channels. This progression must feel natural, respect the prospect's pace, and always remain focused on delivering value rather than pushing for a direct sale.

Progressive engagement means every interaction should make sense in the context of previous ones. If you visited a prospect's LinkedIn profile, your first message should refer to something specific you noticed. If you send a follow-up email after a call, it should contain additional valuable elements that extend the conversation in a useful way.

3. The Psychology of Anti-Selling

Understanding Anti-Selling: Reversing the Logic of Sales



Anti-selling represents a conceptual revolution in modern sales approaches. This technique consists of adopting a posture in which you seem to actively discourage the sale—paradoxically creating a stronger desire in the prospect. Anti-selling is based on several fundamental psychological principles that leverage natural cognitive biases.

The central principle of anti-selling is the creation of scarcity and exclusivity. When you suggest that a prospect might not be the right fit for your solution, or when you mention that you only work with a limited number of clients, you automatically trigger the scarcity bias. Humans naturally value what appears hard to obtain or exclusive.

This approach works particularly well with high-level decision-makers who are used to salespeople appearing desperate for their attention. By adopting a selective, consultative posture, you immediately differentiate yourself from the 95% of salespeople who approach them.

The Psychological Mechanisms of Anti-Selling

The Theory of Psychological Reactance

Psychological reactance is a phenomenon in which individuals feel the need to restore their freedom when they perceive it is being threatened. In a sales context, when a prospect senses that someone is trying to convince or push them into a decision, they naturally develop resistance.

Anti-selling leverages this mechanism by giving the prospect the impression that they have full control of the situation. Instead of pushing for a sale, you create an environment where the prospect must “qualify” themselves to work with you. This inversion transforms natural resistance into a desire to gain your approval.

The Principle of Reversed Reciprocity

Reciprocity is a core social principle: when someone gives us something, we naturally feel the need to give something back. Anti-selling uses this principle in a sophisticated way by providing value without asking for anything in return, creating a psychological debt in the prospect.

However, anti-selling goes even further by creating what we call *reversed reciprocity*. Not only do you provide value for free, but you also suggest that the prospect might help you by sharing their challenges or allowing you to understand their situation. This approach transforms the prospect from a “sales target” into a “consulting partner.”



Creating Conversation Rather Than Selling

The Art of Asking the Right Questions

Authentic conversation depends on your ability to ask questions that make your prospect think about their current situation and future goals. These questions should never be oriented toward your solution, but toward a deep understanding of the prospect's issues.

Effective anti-selling questions are often provocative without being aggressive. For example, instead of asking *"What are your current lead generation challenges?"*, you could ask *"If you had to identify the main reason why your competitors are performing better than you in prospecting, what would it be?"*

This formulation prompts the prospect to critically analyze their situation and naturally open up about vulnerabilities.

Turning Objections Into Conversation Opportunities

Anti-selling completely transforms objection handling. Instead of fighting objections, you welcome them as opportunities to deepen the discussion.

When a prospect says "It's too expensive," an anti-selling response might be:

"You're absolutely right, and that's exactly why we only work with companies that have already tried cheaper solutions and realized that a larger initial investment actually generates long-term savings. Could you tell me about your experience with lower-cost solutions?"

This approach validates the prospect's concern while encouraging them to reflect on the limits of cheaper alternatives. You create an environment where the prospect themselves argues in favor of your more expensive solution.

Providing Value Before Selling

The "Give First" Strategy

The "Give First" philosophy consists of providing tangible and immediate value to prospects before they become clients. This value can take different forms: exclusive insights about their market, free analysis of their current situation, introductions to useful contacts, or the sharing of valuable resources.

The goal is not to give a sample of your product, but to demonstrate your expertise and understanding of their world. For example, if you sell a marketing automation solution, you could



offer a free analysis of their current email sequences with specific improvement recommendations—even if those recommendations can be implemented without your tool.

Creating “Aha Moments”

An “Aha Moment” is a moment when your prospect realizes something important about their situation that they had not perceived before. These moments are extremely powerful because they create a positive association between you and this new understanding.

To create Aha Moments, you must develop deep expertise in the problems of your target market and be able to identify patterns your prospects do not see. This requires thorough preparation and research on each prospect before engagement.

Selling Emotional Gains, Not Features

Emotional Transformation

Buying decisions—even in B2B—are fundamentally emotional, and only later rationalized. Your role is not to present technical features, but to paint an emotional picture of the transformation your solution can bring.

Instead of saying “Our tool automates email sending”, you should say “Imagine going home on Friday evening knowing your pipeline will fill itself over the weekend, and that you’ll start next week with qualified prospects waiting for you.” This approach connects your solution to the emotion of serenity and control that your prospect seeks.

IMPORTANT: Emotions are linked to key drivers that are often organized by theme.

Major Emotional Drivers

- **Freedom:** autonomy, independence, lack of constraints
- **Gain:** revenue growth, success, opportunity
- **Tranquility:** peace, low stress, mental clarity
- **Security:** protection, stability, certainty
- **Joy:** satisfaction, enthusiasm, fulfillment



☀ Other frequently leveraged emotional drivers

- **Pride:** sense of accomplishment, recognition
- **Confidence:** certainty of having made the right choice, reassurance
- **Power:** control, influence, mastery
- **Simplicity:** clarity, ease, lightness of use
- **Exclusivity:** rarity, privilege, belonging to a closed circle
- **Urgency:** fear of missing out (FOMO)
- **Curiosity:** desire to discover and experiment
- **Ambition:** striving, progress, personal or professional growth
- **Relief:** removal of a burden, resolution of a problem
- **Belonging:** inclusion, community, solidarity
- **Reputation:** prestige, image, social status
- **Benevolence:** contribution, altruism, positive impact

Example: “We give your teams the freedom to...”instead of immediately listing product features.

Selling the Prospect’s Future Identity

One of the most powerful anti-selling techniques is selling the prospect’s *future identity* rather than your product. You help the prospect project themselves into an improved version of themselves or their company after resolving their current problems.

This requires understanding not only current challenges but also deeper aspirations. What kind of leader do they want to become? What position do they want their company to occupy? How do they want to be perceived? Your solution becomes a vehicle for reaching that desired identity.

The “Before/After” Approach

Instead of listing product features, focus on vividly describing the “before” and “after.”

The “before” should emotionally resonate with the prospect’s current frustrations, while the “after” should depict an attractive new reality.

This narrative approach is particularly effective because it allows the prospect to project themselves into the story. It is no longer about evaluating technical features—but choosing between two versions of their professional reality.



4. Multichannel Sequence Strategies with Zeliq

Understanding the Zeliq Ecosystem

Zeliq represents the modern evolution of prospecting tools, offering an integrated approach that combines data enrichment, multichannel automation, and large-scale personalization. Unlike traditional tools that focus on a single channel, Zeliq allows you to orchestrate sophisticated campaigns that reach prospects across all their preferred touchpoints.

The main advantage of Zeliq is its ability to maintain a consistent narrative across channels while allowing for deep personalization. Every interaction—whether by email, LinkedIn, or phone—is part of a logical sequence that naturally progresses the relationship.

The Zeliq Method: 12 Steps to Convert in 12 Days

Phase 1: Multichannel Initiation (Days 1–3)

Step 1: First Prospecting Email (Day 1)

The first email should never be a sales pitch. It's a "recognition" email that shows you've researched the prospect and their company. The goal is to spark curiosity rather than present your solution.

Recommended structure:

- Personalized hook based on a specific observation
- Mention of a challenge or opportunity you identified
- Open-ended question to prompt reflection
- Professional signature with credibility indicators

Step 2: First Cold Call (Day 2)

A phone call adds a human dimension to your approach. If the prospect answers, the goal is not to sell but to start a dialogue. If you reach voicemail, leave a brief message referencing your previous email and adding extra value.

Anti-selling call script:

"Hi [Name], I sent you an email yesterday regarding [specific topic]. I'm not calling to sell you anything, but I noticed [specific observation] and wondered if this is something currently on your mind?"

Step 3: LinkedIn Connection (Day 3)

The LinkedIn connection request should be personalized and reference previous interactions. Avoid generic messages and create continuity with your other touchpoints.



Phase 2: Reinforcement and Engagement (Days 4–6)

Step 4: Second Call + LinkedIn Message (Day 4)

This step combines two channels to maximize engagement. The second call can be slightly more direct about your expertise, while the LinkedIn message can share a useful resource or relevant insight.

Step 5: Share Value on LinkedIn (Day 5)

Share a case study, webinar, or educational content that demonstrates your expertise without mentioning your product. The goal is to position yourself as a valuable resource in your prospect's ecosystem.

Step 6: Third Call (Day 6)

Intelligent persistence is crucial. This third call should bring a new angle, such as mentioning a recent success with a similar company or sharing an exclusive market insight.

Phase 3: Deepening and Qualification (Days 7–9)

Step 7: Strategic Follow-Up Email (Day 7)

Reference all previous contact attempts and take a more direct approach. You can mention your solution, but always in the context of specific benefits for the prospect.

Step 8: Fourth Call + LinkedIn Engagement (Day 8)

Combine a phone call with active engagement on the prospect's LinkedIn content. Comment on their posts, share their content with your network, and demonstrate genuine interest in their success.

Step 9: Second Follow-Up Email (Day 9)

This email can be more direct and include a link to your calendar. Use an anti-selling approach by suggesting you're not sure your solution is right for them, but that you'd like to explore it together.

Phase 4: Closing and Transition (Days 10–12)

Step 10: Final Decisive Call (Day 10)

Summarize all the value you've provided and propose a deeper conversation. Keep the approach consultative: "Based on what I've observed about your company, I think there could be an interesting opportunity for us to explore together."

Step 11: Closing Email and Message (Day 11)

Adopt a respectful and understanding tone. Acknowledge that timing may not be ideal and leave the door open for the future. This non-pushy approach often triggers positive responses.

Step 12: Long-Term Retargeting Strategy (Day 12 and beyond)

Integrate the prospect into your long-term nurturing strategy. Continue sharing value periodically without direct sales solicitation.



Optimizing Sequences by Prospect Profile

C-Level Executives

Senior leaders require a different, more strategic and less frequent approach. Sequences should focus on high-level business issues and include more thought leadership content.

Recommended adaptations:

- Greater spacing between touchpoints
- Focus on business metrics and ROI
- References to successes with similar companies
- More consultative, less sales-driven approach

Operational Managers

Operational managers are often more receptive to solutions that address daily challenges. Their sequences can be more frequent and focused on tangible operational benefits.

Recommended adaptations:

- More frequent touchpoints
- Focus on efficiency and productivity
- Concrete examples of process improvement
- More direct approach on features

Technical Teams

Technical profiles require an approach emphasizing technical competence and understanding of specific technological challenges.

Recommended adaptations:

- In-depth technical content
- Demonstrations or proof-of-concepts
- Discussions about integration and compatibility
- Peer-to-peer approach rather than sales-driven

Integrating Manual Touches into Sequences

LinkedIn Voice Messages: The Secret Weapon



LinkedIn voice messages are an underused channel that can significantly increase response rates. A 30–60 second voice note adds a human touch that text cannot replicate.

Best practices:

- Optimal length: 30–60 seconds
- Conversational and authentic tone
- Mention the prospect's name in the first few seconds
- Reference a specific detail from their profile or activity
- Simple, non-pushy call-to-action

Personalized Videos

Adding personalized videos to sequences can multiply engagement rates by 3–5x. Videos should be short (1–2 minutes), personalized, and focused on delivering value.

Effective video structure:

- Personal introduction (10 seconds)
- Specific observation about the prospect's company (20 seconds)
- Actionable insight or advice (60 seconds)
- Simple call-to-action (10 seconds)

Strategic Social Interactions

Manually scheduled social interactions within automated sequences create the perfect balance between efficiency and authenticity. These include commenting on posts, sharing content, and congratulating professional milestones.

Recommended interaction schedule:

- Day 1: Profile visit
- Day 3: Comment on a recent post
- Day 6: Share one of their posts with a comment
- Day 9: Congratulate on a success or promotion
- Day 12: Engage with company content

5. The Art of Personalization and Custom Fields

Understanding Large-Scale Personalization

Modern personalization goes far beyond simply inserting a prospect's first name into an email. It's about creating a unique experience for each prospect, based on data specific to their company, role,



challenges, and market context. This advanced personalization is made possible through the intelligent use of custom fields and enriched data.

The goal of personalization is not just to increase open and response rates, but to create an authentic connection that demonstrates your deep understanding of the prospect's world. Every personalized element should serve to reinforce your credibility and relevance.

Advanced Custom Field Strategies

Company Context Fields

These fields capture specific information about the prospect's company, allowing you to craft highly relevant messages.

Recommended fields:

- **{company_recent_news}**: Recent company news
- **{company_growth_stage}**: Growth stage (startup, scale-up, enterprise)
- **{company_funding_status}**: Recent funding status
- **{company_tech_stack}**: Technologies used
- **{company_competitors}**: Main competitors
- **{company_market_position}**: Market position
- **{company_challenges}**: Identified industry challenges

Example usage:

"I saw that {company_name} recently raised {company_funding_amount} to accelerate expansion in {target_market}. With this rapid growth, I imagine {specific_challenge_related_to_growth} is becoming a priority for your team."

Personal Context Fields

These fields allow personalization based on the individual prospect's profile.

Recommended fields:

- **{prospect_background}**: Education and previous experience
- **{prospect_recent_activity}**: Recent LinkedIn activity
- **{prospect_content_shared}**: Type of content shared
- **{prospect_interests}**: Professional interests
- **{prospect_career_path}**: Career progression
- **{prospect_achievements}**: Recent accomplishments
- **{prospect_network}**: Common connections

**Example usage:**

“Your journey from {prospect_background} to {current_role} at {company_name} is impressive. Your recent post on {recent_topic} resonates strongly with the challenges I see other {job_title} facing in the {industry} sector.”

Industry Context Fields

These fields allow you to tailor your message to the specifics of the prospect’s industry.

Recommended fields:

- **{industry_trends}**: Current industry trends
- **{industry_regulations}**: Industry-specific regulations
- **{industry_challenges}**: Common sector challenges
- **{industry_opportunities}**: Emerging opportunities
- **{industry_benchmarks}**: Industry benchmark metrics

Techniques for Psychological Personalization

Adapting to Communication Style

Analyze the prospect’s communication style through LinkedIn posts, interviews, or public presentations. Then adapt your tone and style to create natural resonance.

Identified styles:

- **Analytical**: Data, metrics, concrete evidence
- **Relational**: Stories, testimonials, human touch
- **Directive**: Short messages, clear call-to-actions, efficiency
- **Expressive**: Creativity, innovation, future vision

Temporal Personalization

Adapt your messages to the prospect’s timing context: season of the year, industry events, budget cycles, or key company milestones.

Examples of temporal contexts:

- End of fiscal year: focus on budgets and ROI
- Start of the year: new goals and resolutions
- Hiring period: team growth challenges
- Product launch: go-to-market challenges



Intelligent Automation of Personalization

Using AI for Content Generation

Modern tools allow the use of artificial intelligence to automatically generate personalized content based on prospect data. This approach combines automation efficiency with personalized relevance.

Recommended AI prompts:

- “Generate a personalized icebreaker for a {job_title} at {company_name} who just {recent_company_news}.”
- “Create a relevant industry insight for someone in {industry} interested in {prospect_interests}.”
- “Suggest an approach angle for a prospect who shared content about {recent_topic}.”

Personalization Scoring

Develop a scoring system to evaluate the level of personalization in your messages. A high score indicates a highly personalized message, increasing the likelihood of a positive response.

Scoring criteria:

- Reference to the specific company (1 point)
- Mention of recent news (2 points)
- Reference to prospect’s LinkedIn activity (2 points)
- Relevant industry insight (3 points)
- Personal or mutual connection (3 points)

6. Strategic CTAs: Beyond the Simple Meeting

Rethinking Prospecting Goals

Modern prospecting no longer aims solely at securing an immediate meeting. Call-to-Actions (CTAs) should be tailored to the prospect’s maturity stage and the strategic objective of each touchpoint. This gradual approach helps build trust before requesting a larger commitment.

Types of CTAs by Objective

Initial Engagement CTAs



Goal: Create a first interaction and gauge interest

Examples :

- “Does this seem relevant to your current situation?”
- “Have you noticed this trend in your industry?”
- “What is your perspective on this development?”

These non-threatening CTAs encourage a first response without any commercial commitment.

Qualification CTAs

Goal: Understand needs and qualify the prospect

Examples :

- “What is your main challenge in [area] right now?”
- “How do you measure success for your [industry] initiatives?”
- “What approach have you taken to solve [specific problem]?”

Open-ended questions like these collect valuable information for the next steps.

Value-Creation CTAs

Goal: Provide value before asking for anything

Examples :

- “I’d like to share an analysis we conducted on your sector.”
- “Would you like me to send you the benchmark we developed?”
- “May I send you the case study of [similar company]?”

These CTAs position the salesperson as a resource rather than a seller.

Soft Meeting CTAs

Goal: Propose an informal, consultative conversation

Examples :

- “Would you be interested in a 15-minute discussion about trends in your industry?”
- “Would you like to exchange insights on [topic]?”
- “How about a virtual coffee to talk about [theme]?”

These proposals feel less commercial than a traditional “sales meeting.”



Cold Call Context CTAs

Goal: Prepare the prospect for a phone call

Examples :

- “May I call you tomorrow to ask two quick questions about [topic]?”
- “Would you be available for a 5-minute call this week?”
- “When would be the best time to reach you briefly?”

These CTAs reduce resistance by setting clear expectations for the call.

Awareness and Nurturing CTAs

Awareness Objectives:

Awareness is not just about brand recognition but associating your name with expertise. Awareness CTAs create recurring touchpoints that maintain visibility.

Awareness strategies:

- Share educational content without mentioning your product
- Invite to webinars or industry events
- Send newsletters with exclusive market insights
- Participate in industry discussions on LinkedIn

Awareness CTA examples:

- “Do you follow regulatory developments in your industry?”
- “Have you seen the latest statistics on [industry trend]?”
- “Will you attend the [industry] events this year?”

Click and Engagement Objectives

These CTAs aim to drive traffic to your content and measure prospect engagement.

Types of content for clicks:

- Detailed case studies
- Free tools or calculators
- Webinars or demos
- Whitepapers or industry guides

Click CTA examples:



- “See how [similar company] solved this challenge.”
- “Download our free guide on [relevant topic].”
- “Access our ROI calculator for [area].”

Progressive CTA Strategies

The Staircase Method

Gradually increase prospect engagement through a series of increasingly engaging CTAs.

Typical progression:

1. **Initial engagement:** Open question or insight sharing
2. **Soft qualification:** Ask for opinion or perspective
3. **Value delivery:** Offer free resource
4. **Soft meeting:** Suggest informal discussion
5. **Qualified meeting:** Structured sales appointment

Adapting CTAs Based on Responses

Your CTA strategy should adapt to the prospect's responses (or lack thereof):

Quick positive response: Accelerate to a meeting CTA

Neutral response: Continue with value CTAs

No response: Return to simpler engagement CTAs

Objection: Use clarification and understanding CTAs

Measuring and Optimizing CTAs

Key Metrics by CTA Type

Each type of CTA should be measured with specific metrics:

Engagement CTAs: Response rate, quality of responses

Qualification CTAs: Information collected, qualification score

Value CTAs: Download rate, content engagement

Meeting CTAs: Conversion to appointment, show-up rate

Tests A/B on CTA tests

Systematically test different CTA formulations to optimize performance:



- **Tone:** Formal vs informal
- **Urgency:** Immediate vs flexible
- **Specificity:** Precise vs general
- **Length:** Short vs detailed

Performance Analysis by Segment

Analyze CTA performance across different segments:

- Company size
- Industry
- Hierarchy level
- Geography
- Lead source

7. Creating Demand vs. Positioning During the Benchmark Phase

Understanding the Two Strategic Approaches

Modern prospecting requires a clear understanding of two fundamentally different approaches: Creating demand with prospects who haven't yet recognized their need. Positioning favorably with prospects who are already in an active research phase (benchmarking). Each approach requires specific strategies, messaging, and tactics.

Creating Demand: The Art of Revealing Hidden Needs

Identifying Weak Signals

Demand creation begins with spotting weak signals indicating that a company could benefit from your solution—even if they're not yet aware of them. These signals can include organizational changes, market trends, new regulations, or sector-specific developments.

Weak signals to watch for:

- Rapid company growth (large-scale hiring)
- Changes in leadership or management team
- Fundraising rounds or acquisitions
- Geographic expansion or new product launches



- Mentions of operational challenges in media
- Regulatory changes affecting the industry

Problem-Revealing Strategies

Demand creation relies on your ability to make the prospect aware of problems they hadn't identified or had underestimated. This approach requires deep expertise and a strong understanding of industry-specific challenges.

Techniques for revealing problems:

Industry Mirror Approach: Present sector statistics or benchmarks that highlight performance gaps. "Did you know that 73% of companies in your industry improved sales efficiency by 40% by automating [specific process]?"

Future Consequences Projection: Help the prospect visualize the potential consequences of inaction. "With the growth you're experiencing, your current approach to [process] could become a major bottleneck within 12–18 months."

Opportunity Cost Analysis: Quantify what the prospect loses by maintaining the status quo. "Each month without optimizing [process] potentially represents [amount] in unrealized revenue."

Content for Demand Creation

Demand creation content should be educational, thought-provoking, and focused on business challenges rather than your solution.

Effective content types:

- Industry studies revealing hidden trends
- ROI analyses on specific processes
- Market evolution predictions
- Transformation case studies from similar companies
- Self-assessment or diagnostic tools

Example demand-creation message:

"[First Name], I analyzed the performance of 200+ companies in the [industry] sector and found that those who [specific action] achieved on average 35% higher growth. Does your current approach to [process] put you in a position to capture this opportunity?"

Positioning During the Benchmark Phase

Understanding the Benchmark Process



When a prospect is in the benchmark phase, they have already identified their need and are actively evaluating different solutions. Your goal is no longer to create demand, but to position yourself as the obvious choice among the options being considered.

Differentiation Strategies

Redefine Evaluation Criteria: Influence the criteria the prospect uses to evaluate solutions by emphasizing areas where you excel.

Example: “Most companies focus on features, but our experience shows that 80% of implementation failures are due to insufficient support. How do you evaluate the quality of support from your different vendors?”

Create Unique Categories: Position your solution in a category where you stand alone, rather than competing in a crowded category.

Example: Instead of presenting yourself as “a CRM solution,” position yourself as “the only revenue intelligence platform that predicts buying behavior.”

Advanced Positioning Tactics

Trojan Horse Approach: Enter the benchmark process via a non-commercial angle (consulting, free audit, introduction to an expert) and then reveal your unique value.

External Advisor Strategy: Position yourself as a consultant who helps the prospect evaluate all options, including competitors. This counterintuitive approach builds credibility.

Problem Reframing: Show that the problem the prospect thinks they are solving is only a symptom of a larger challenge that you are uniquely positioned to address.

Timing and Buying Signals

Identifying Purchase Intent Signals

Digital Signals:

- Repeated visits to your website
- Downloads of specialized content
- Industry-specific searches
- Activity on pricing or demo pages

Behavioral Signals:

- Questions about implementation or timelines
- Requests for client references



- Involvement of new stakeholders in discussions
- Questions about contractual or financial terms

Organizational Signals:

- Budget allocated for your solution category
- Creation of dedicated project teams
- Hiring of specialized roles
- Internal communications on strategic priorities

Adapting Your Approach to Timing

Prospect in Discovery Phase (Early Stage):

- Focus on education and awareness
- General, educational content
- Position yourself as an industry expert
- Avoid direct mention of your solution

Prospect in Evaluation Phase (Mid Stage):

- Demonstrate specific expertise
- Share relevant case studies
- Provide indirect comparisons with alternatives
- Begin qualifying specific needs

Prospect in Decision Phase (Late Stage):

- Provide concrete, personalized proposals
- Present detailed ROI and business case
- Share client references and testimonials
- Manage objections and negotiate

Hybrid Strategies: Creating Demand During Benchmarking

Expanding the Scope:

Even when a prospect is evaluating solutions for a specific need, you can create demand for adjacent or broader needs.

Example: A prospect is evaluating marketing automation solutions. You can create demand for a more comprehensive revenue operations approach that includes marketing, sales, and customer success.



Revealing Hidden Needs:

Use the benchmark process as an opportunity to uncover needs the prospect hadn't identified.

Technique: "While evaluating [current solution], have you considered the impact on [related process]? Our clients often discover that [specific insight]."

8. Staying Top of Mind: Long-Term Nurturing Strategies

Understanding the Psychology of Top of Mind

Being "top of mind" means being the first solution that comes to a prospect's mind when they identify a need in your area of expertise. This privileged position isn't achieved through the frequency of contacts, but through the consistent quality and relevance of your interactions.

Architecture of a Nurturing Program

Behavioral Segmentation

Your nurturing program should segment prospects by engagement level and stage in the buying journey.

Recommended segments:

Cold Prospects: No recent interaction, need reactivation

- Frequency: Monthly
- Content: Industry insights, market trends
- Goal: Spark interest

Warm Prospects: Sporadic engagement, demonstrated interest

- Frequency: Bi-weekly
- Content: Case studies, practical tools
- Goal: Maintain engagement

Hot Prospects: Regular engagement, actively evaluating

- Frequency: Weekly
- Content: Personalized content, demos



- Goal: Accelerate decision-making

Strategic Content Calendar

Educational Content (40% of mix):

- How-to guides and methodologies
- Industry trend analyses
- Training sessions and webinars
- Free tools and templates

Social Proof Content (30% of mix):

- Detailed case studies
- Video client testimonials
- Results and success metrics
- Awards and recognitions

Thought Leadership Content (20% of mix):

- Predictions and future vision
- Critical market analyses
- Positions on regulatory developments
- Innovations and new approaches

Personal/Human Content (10% of mix):

- Behind-the-scenes of the company
- Personal stories from founders
- Company values and mission
- Societal engagement

Advanced Nurturing Techniques

Proxy Nurturing

Use your network and existing clients to maintain visibility with dormant prospects.

Proxy strategies:

- Introductions via satisfied clients
- Mentions in shared case studies
- Invitations to client events
- Participation in panels alongside your clients
- Providing free tools and templates

Event-Based Nurturing



Create or participate in events that bring together your target prospects.

Types of events:

- Educational industry webinars
- Expert roundtables
- Networking breakfasts
- Conferences and trade shows

Interactive Content Nurturing

Develop content that encourages active interaction and engagement.

Interactive formats:

- Industry polls and surveys
- Online diagnostic tools
- Personalized ROI calculators
- Quizzes and self-assessments

Personalizing Nurturing

Trigger-Based Nurturing

Adapt your nurturing efforts to events and changes in the prospect's environment.

Organizational Triggers:

- Changes in leadership or management team
- Fundraising rounds or acquisitions
- New product launches
- Geographic expansions

Sectoral Triggers:

- New regulations
- Technological developments
- Market crises or opportunities
- Emerging trends

Behavioral Triggers:

- Visits to your website
- Engagement with your content
- Participation in your events
- Interactions on social media



Multi-Persona Nurturing

Tailor your content to the different personas involved in the decision-making process.

Content for Decision-Makers (C-Level):

- Business impact and ROI
- Competitive advantages
- Strategic vision and transformation
- Risk management

Content for Technical Influencers:

- Specifications and features
- Integrations and compatibility
- Security and compliance
- Proofs of concept

Content for End Users:

- Ease of use
- Productivity gains
- Training and support
- User testimonials

Measuring and Optimizing Nurturing

Performance Metrics

Engagement Metrics:

- Email open rates
- Content click-through rates
- Time spent on resources
- Shares and forwards

Progression Metrics:

- Lead score evolution
- Movement through the funnel
- Frequency of interactions
- Quality of engagements

Conversion Metrics:

- Conversion rate to opportunity
- Average time to conversion



- Average deal value
- Closing rate

Continuous Optimization

A/B Testing for Nurturing:

- Optimal sending frequency
- Preferred content formats
- Most effective subject lines
- Best sending times

Cohort Analysis:

Track the long-term behavior of prospect groups to identify conversion patterns and optimize sequences.

Feedback Loop:

Regularly collect prospect feedback on the relevance and value of your nurturing content

9. Adapting Sequences According to Target Hierarchy

Understanding Hierarchical Dynamics in B2B Prospecting

Modern B2B prospecting requires a layered approach that recognizes each hierarchical level has different motivations, constraints, and decision-making powers. A common mistake is applying the same approach to all levels, which dilutes effectiveness and can even harm credibility.

Fundamental rule: Only seek meetings with people who have the authority to say “yes” or who directly influence that decision. Other levels are used to collect information, understand the organization, and identify the real decision-makers.

Strategies by Hierarchical Level

C-Suite: Strategic Decision-Makers

Target profiles: CEO, CTO, CMO, CFO, VP Sales, VP Marketing



Behavioral characteristics:

- Limited and valuable time
- Focus on overall business impact
- Sensitive to competitive pressures
- Seek strategic partners
- Delegate operational details

Recommended Approach:

Expert-Advisor Positioning: Position yourself as an intellectual peer capable of discussing strategic issues at their level. Avoid product presentations or technical demos.

Strategic messaging example: *"[First Name], analyzing the growth strategies of leaders in your sector, I identified three levers that 80% of them activate to maintain their competitive edge. Does your current approach to [strategic area] position you to capture these opportunities?"*

C-Suite CTA examples:

- "Let's have a 20-minute discussion on trends I observe in your sector"
- "I'd like to share the comparative analysis we conducted"
- "Would you be interested in a confidential benchmark of your competitive position?"

Value-specific content:

- Exclusive industry analyses
- Competitive benchmarks
- Market predictions
- Macro-level ROI studies
- Digital transformation insights

Director Level: Strategic Influencers

Target profiles: Directors, VP, Heads of Department

Behavioral characteristics:

- Responsible for departmental performance
- Influence investment decisions
- Seek solutions to optimize their teams
- Sensitive to performance metrics
- Often have dedicated budgets

Recommended Approach:



Performance-Optimization Positioning: Focus on improving departmental performance and achieving specific goals.

Performance-oriented messaging example: “[First Name], I noticed [company] is experiencing impressive growth. With this expansion, how is your [department] managing increased [specific metric] while maintaining [quality KPI]?”

Director-level CTA examples:

- “Let’s discuss the scaling challenges your team faces”
- “I’d like to understand your priorities for this year”
- “How about a conversation on best practices in your sector?”

Manager Level: Operational Influencers

Target profiles: Managers, Team Leads, Operational Heads

Behavioral characteristics:

- Manage daily operations
- Know frontline challenges
- Influence technical specifications
- Seek practical solutions
- Often future users

Recommended Approach:

Information-Gathering Positioning: Your goal at this level is not to sell, but to collect valuable insights about the organization, processes, and real decision-makers.

Understanding-oriented messaging example: “[First Name], I work with several companies in your sector to optimize [process]. I’d like to better understand how [company] currently approaches these challenges. Could you share your current approach?”

Manager-level CTA examples:

- “Who decides on technology investments in your department?”
- “How often do you evaluate your current tools?”
- “What is the approval process for this type of solution?”
- “Who else would be involved in this decision?”



Execution Level: End Users

Target profiles: Specialists, Analysts, Coordinators

Recommended Approach:

Insights-Research Positioning: These contacts primarily help you understand operational pain points and identify real influencers.

Objectives at this level:

- Understand daily frustrations
- Identify inefficient processes
- Discover current solutions in use
- Map decision-making hierarchy
- Obtain introductions to higher-level decision-makers

Hierarchical Escalation Strategies

Reverse Engineering Technique

Start with operational levels to understand the organization, then move up to decision-makers with precise insights.

4-step process:

1. Information Gathering (Operational level):

- Understand current processes
- Identify pain points
- Map decision-making hierarchy

2. Synthesis & Analysis (Your work):

- Analyze collected information
- Identify business issues
- Prepare strategic insights

3. Manager-Level Approach:

- Share observations
- Validate understanding
- Request introduction to decision-maker



4. Engage Decision-Makers (C-Suite level):

- Present strategic analysis
- Propose transformation vision
- Secure a qualified meeting

Top-Down Approach with Referencing

When approaching a C-Level directly, mention your interactions with lower levels to enhance credibility.

Message example:

"[First Name], in conversations with [Manager Name] from your [department] team, I identified several optimization opportunities that could significantly impact [business metric]. I'd like to share the analysis I conducted with you."

Message Personalization by Level

Vocabulary and Tone by Level

C-Suite: Business vocabulary, strategic vision, competitive impact

- Keywords: "Transformation," "Competitive Advantage," "ROI," "Scalability"
- Tone: Consultative, peer-to-peer, strategic

Director: Performance, optimization, efficiency

- Keywords: "Performance," "Optimization," "Productivity," "KPIs"
- Tone: Collaborative, results-oriented, pragmatic

Manager: Operational, process-focused

- Keywords: "Process," "Workflow," "Efficiency," "Tools"
- Tone: Informative, practical, understanding

Social Proof Adaptation

C-Suite: Macro business results, company transformations

"The CEO of [similar company] saw revenue increase by 40% after this transformation"

Directors: Department-level metrics, specific improvements

"The marketing team at [company] reduced customer acquisition costs by 35%"



Managers: User testimonials, operational gains
“Teams at [company] now save 10 hours per week on this process”

10. Email Subject Line Optimization: Avoiding Commercial Flagging

Understanding Modern Anti-Spam Algorithms

Modern spam filters use sophisticated algorithms that analyze not only email content, but also behavioral patterns, sender reputation, and engagement signals. A poorly designed subject line can instantly classify your email as spam, negating all your personalization and outreach efforts.

Anatomy of an Effective Subject Line

Core Principles

Curiosity Without Clickbait: Your subject line should spark interest without resorting to clickbait techniques that trigger spam filters or erode trust.

Immediate Relevance: The recipient should instantly understand why they specifically are receiving this email.

Credibility First: The subject must reflect professionalism and expertise, not desperation or gimmicks.

Optimal Subject Line Structure

Recommended Format: [Personal/Company Context] + [Insight/Question] + [Implicit Benefit]

Effective Examples:

- “Growth at Company— quick question on your domain strategy”
- “[Firstname], [your process approach] vs [peer/competitor]”
- “Observation about [Company] - [Industry Insight]”

Personalization Variables in Subject Lines

Effective Basic Variables



{first_name}: Use sparingly and naturally

✓ “Quick question for you, {first_name}”

✗ “{first_name}, exclusive opportunity!”

{company_name}: Highly effective for relevance

✓ “Growth at {company_name} — strategic question”

✓ “{company_name} vs. {competitor_name} — analysis”

{job_title}: Useful for segmentation

✓ “From {job_title} to {job_title}”

✓ “A common challenge for {job_title}s in 2025”

Advanced Variables for Differentiation

{recent_company_news}: Based on the company’s latest news

→ “Following {recent_company_news} — question on {related_topic}”

→ “{company_name} and {recent_company_news} — impact on {domain}”

{industry_trend}: Based on sector trends

→ “{industry_trend} — where does {company_name} stand?”

→ “Impact of {industry_trend} on your strategy”

{mutual_connection}: Based on shared connections

→ “{mutual_connection} mentioned {company_name} to me”

→ “Following my discussion with {mutual_connection}”

Words and Phrases to Avoid Absolutely

Classic Spam Triggers

Obvious commercial words:

→ “Free”, “Offer”, “Promotion”, “Discount”

→ “Urgent”, “Limited”, “Exclusive”, “Opportunity”

→ “Guaranteed”, “Revolutionary”, “Incredible”

Aggressive sales expressions:

→ “Increase your sales”, “Double your revenue”

→ “Miracle solution”, “Guaranteed results”

→ “Don’t miss out”, “Last chance”

Excessive punctuation:



- Multiple exclamation marks (!!!)
- Excessive CAPITAL LETTERS
- Currency symbols (€, \$, %)

Professional Alternatives

Instead of “Exclusive Opportunity” → “Strategic Question”

Instead of “Increase your sales” → “Commercial Optimization”

Instead of “Free” → “Complementary Analysis”

Instead of “Urgent” → “Recent Observation”

Subject Line Strategies by Message Type

First Contact

Observation Approach:

- “Impressive growth at {company_name}”
- “Your {domain} strategy — expert question”
- “{company_name} and {industry_trend} — reflection”

Question Approach:

- “Quick question on your {process} approach”
- “{first_name}, how do you handle {challenge}?”
- “Your perspective on {industry_topic}?”

Follow-up

Continuity Approach:

- “Following up on my message about {previous_topic}”
- “Additional insight on {company_name} and {topic}”
- “Revisiting my question on {subject}”

New Information Approach:

- “New data on {industry_trend}”
- “Update regarding {relevant_topic}”
- “Evolution of {market_situation}”

Final Reminder / Closure

Respectful Approach:

- “Final note on {topic} — {company_name}”



- “Closing my thoughts on {subject}”
- “Final point regarding {company_name}”

A/B Testing for Subject Lines

Key Metrics to Track

Open rate: Primary indicator of subject line effectiveness

Reply rate: Measures perceived relevance

Spam rate: Indicator of subject quality

Unsubscribe rate: Long-term relevance signal

Variables to Test

Subject length:

- Short (20-30 characters) vs Long (50-60 characters)
- Impact on mobile vs desktop

Level of personalization:

- First name only vs First name + Company
- Simple variables vs complex variables

Tone and style :

- Formal vs Informal
- Question vs Statement
- Personal vs Professional

Timing and contexte :

- Reference to current events vs Timeless
- Gentle urgency vs No urgency

11. Deliverability Strategy: The “Clean” First Email

Understanding Progressive Deliverability Logic

Modern email deliverability is based on a progressive reputation system. Your first email to a new prospect establishes your “reputation” with spam filters. A first email that passes the filters significantly increases the chances that your subsequent emails will land in the main inbox.



Anatomy of the First ‘Clean’ Email

Technical Characteristics of a Clean Email

- **No external links:** No links to your website, calendar, or resources
- **No images:** No logo, graphical signature, or embedded images
- **No attachments:** No PDFs, documents, or files
- **Plain text only:** Simple text format, no HTML
- **Minimal signature:** Name, title, company, phone (text only)”

Structure of the First Clean Email

Subject (personalized and neutral): “Question about your {domain} strategy – {company_name}”

Body of the message:

CSS

Hello {first_name},

[Personalized observation about the company or industry]

[Open-ended question that demonstrates your expertise]

[Mention your credibility without any links]

Best regards,

{your_name}

{your_title}

{company_name}

{phone_number}

First Clean Email example:

Subject: Growth at Zeliq – question on your multichannel approach

CSS



Hello Lucas,

I noticed Zeliq's impressive expansion in the European market and your unique positioning in multichannel prospecting.

Working with other SaaS scale-ups, I've observed that expanding into international markets often brings specific challenges around localizing prospecting messages. How are you addressing this challenge at Zeliq?

I regularly share my analyses on these topics with leaders in your sector and would be curious to hear your perspective.

*Best regards,
Marie Dubois
Revenue Operations Consultant
RevOps Consulting
+33 6 12 34 56 78*

Second Email: Introduction of Risk Content

Optimal Timing

Wait 3–5 days after the first email before sending the second, regardless of whether the prospect responded to the first one.

Content of the Second Email

At this stage, the second email can now include:

- **A unique link:** To a specific, relevant resource
- **Full HTML signature:** With a discreet logo
- **Light image:** Only if it adds real value

Structure of the Second Email

If the prospect responded to the first email:

Continue the conversation by delivering the promised value, including a link to the resource.

If the prospect did not respond to the first email:

Provide additional value with a different angle or insight to engage the prospect.



Second Email example (no reply)

Subject: Follow-up on Zeliq and Localization – Industry Analysis

CSS

Hi Lucas,

Following up on my question about your localization approach, I've completed a comparative analysis of the strategies of 15 European SaaS scale-ups on this topic.

Three interesting patterns emerged, particularly around adapting prospecting sequences to local cultures.

I thought you might find this analysis useful: [link to the study]

What are your thoughts?

*Best regards,
Marie Dubois*

Ramp-Up Strategy

Email 3: Rich Content

The third email can include:

- Multiple links
- Images or infographics
- Lightweight attachments (PDF <1MB)
- Full HTML signature

Email 4 and Beyond: Full Content

From the fourth email onward, you can include:

- Embedded videos
- Booking calendars
- Signatures with social media links
- Complete marketing content



Technical Deliverability Optimization

Sender Configuration

Dedicated domain: Use a subdomain specifically for prospecting

Authentication: Set up SPF, DKIM, and DMARC

IP Reputation: Use dedicated IPs with progressive ramp-up

Volume Management

Progressive warm-up: Start with 10–20 emails/day and gradually increase

Time distribution: Spread sends throughout the day

Limit adherence: Never exceed 200 emails/day per domain

Deliverability Monitoring

Metrics to track:

- Inbox placement rate
- Spam placement rate
- Bounce rate
- Unsubscribe rate

Monitoring tools:

- Mail-tester.com for spam testing
- Google Postmaster Tools
- Microsoft SNDS
- Built-in monitoring in Zeliq or other platforms

Recovering From Deliverability Issues

Warning Signals

- Sudden drop in open rates
- Increase in bounces
- Systematic placement in spam folders
- Blocking by certain providers

Corrective Actions

Immediate :

- Pause sending temporarily



- Audit technical configuration
- Clean contact lists

Medium-term:

- New warm-up with ultra-clean content
- Finer audience segmentation
- Complete review of templates

Long-term:

- Change domain if needed
- Rebuild sender reputation
- Implement ongoing monitoring processes

12. Practical Templates and Scripts

Email Templates by Hierarchy Level

C-Suite Template: Strategic Approach

Subject: "{Industry} Transformation – {Company_Name}'s Position"

CSS

Hello {first_name},

In analyzing growth strategies of leading companies in the {Industry} sector, I've identified three levers that 80% of them activate to maintain their competitive edge.

Your recent {Recent_Company_News} suggests a similar ambition for transformation. However, most companies underestimate the impact of {Specific_Challenge} on their ability to scale effectively.

I recently supported {Similar_Company} in a similar initiative, achieving significant results in {Business_Metric}.

Does your current approach to {Strategic_Domain} position you to capture these opportunities?
Best regards,



```
{your_name}  
{your_title} | {company_name}  
{phone}
```

Directorial Template: Performance Approach

Subject: "{company_name} and {industry_challenge} – optimization"

CSS

Hello {first_name},

Your {department} team at {company_name} *is* likely managing an increasing workload with the expansion you're experiencing.

Working with other {job_title} professionals in the {industry} sector, I've noticed that {specific_operational_challenge} often becomes a bottleneck during rapid growth phases.

{similar_company} recently addressed this challenge by optimizing {specific_process}, achieving a {metric} gain of *40%*.

How *is* your team currently handling this issue?

Best regards,
{your_name}

Managerial Template: Information Approach

Subject: "Question about your {process} approach – {company_name}"

CSS

Hello {first_name},

I work with several companies in the {industry} sector on optimizing {specific_process}.

Each organization *has* developed different approaches, and I'd like to better



understand how {company_name} currently manages these challenges.

Could you shed some light on:

- Your current approach to {process}*
- The main challenges you face*
- Who in your organization oversees these topics*

This information would help me better understand the specifics of your sector.

*Thank you for your time,
{your_name}*

Phone call scripts

C-Suite Script: Consultative Approach

Introduction (15 seconds):

"Hello {first_name}, this is {your_name} from {company_name}. I sent you an email regarding transformation strategies in the {industry} sector. Do you have 2 minutes for a strategic question?"

If yes – Transition (30 seconds):

"Great. In analyzing {company_name} and your positioning in {market}, I've identified an opportunity that few companies in your sector are currently leveraging. It concerns {strategic_topic}."

Engagement Question:

"What is your perspective on the evolution of {industry_trend} and its impact on your strategy?"

If no – Respect and Reschedule:

"I completely understand. When would be the best time to reach you this week? It's a strategic discussion that I think could be valuable to you."

Directorial Script: Operational Approach

Introduction :

"Hello {first_name}, this is {your_name} from {company_name}. I work with {job_title} professionals on optimizing {department_process}. Do you have a few minutes?"

Value Hook:



"I recently helped {similar_company} improve their {specific_metric} by 35% by optimizing {process}. Your situation at {company_name} seems to have similar challenges."

Engagement Question:

"What are your main challenges currently in {domain}?"

Managerial Script: Information Approach**Introduction :**

"Hello {first_name}, this is {your_name}. I'm conducting a study on best practices for {process} in the {industry} sector. Could you help me with a few questions?"

Justification :

"Your expertise at {company_name} would be valuable to understand the specifics of your market."

Information-Gathering Questions:

- "How are you currently managing {process}?"
- "What tools are you using?"
- "Who decides on investments in this area?"

LinkedIn Messages by Context**Personalized Connection Request**

CSS

Hello {first_name},

Your expertise in {domain} at {company_name} and your recent post on {recent_topic} caught my attention.

I work with similar companies on these topics and would be glad to connect and exchange ideas with you.

*Best regards,
{your_name}*

Post-Connection Follow-Up Message



CSS

Thank you for accepting, {first_name}!

Your journey from {previous_company} to {current_company} **is** impressive.

I especially appreciated your perspective on {recent_topic} in your recent post.

In working with other {job_title}s, I've observed that {industry_insight}. What's your perspective on this development?

Best regards,
{your_name}

LinkedIn Voice Message (Script)

"Hello {first_name}, this is {your_name} from {company_name}.

I saw your post on {recent_topic} and your viewpoint on {specific_point} resonates with the challenges I see among other {job_title}s in the {industry} sector.

I'd like to discuss this topic with you, especially regarding {specific_aspect} that you mentioned. Would you be open to a quick chat this week?

Thank you, and have a great day!"

Progressive Follow-Up Templates

Follow-up 1 (After 5 days)

Subject: "Additional Insight on {company_name} - {new_angle}"

CSS

Hello {first_name},

Following up on my question about {original_topic}, I've completed an analysis that may interest you.



By studying {number} companies in your sector, three patterns emerge regarding {specific_insight}.

{company_name} seems particularly well-positioned in {strength_area}, but {potential_challenge} could become a challenge.

I'd be curious to hear your perspective on this analysis.

*Best regards,
{your_name}*

Follow-up 2 (After 10 days)

Subject: "Final Thoughts on {company_name} and {topic}"

CSS

Hello {first_name},

I'm finalizing my reflections on {original_topic} and your situation at {company_name}.

After analyzing, I believe there may be an interesting opportunity to explore, particularly around {specific_opportunity}.

*If this topic interests you, I'd be happy to have a **15-minute** conversation with you this week.*

*If **not**, I wish you all the best with your projects.*

*Best regards,
{your_name}*

Anti-Sales Templates

Template: "Not Sure If This Is For You"



CSS

Hello {first_name},

Reflecting on your situation at {company_name}, I'm *not* certain that our approach *is* the *right* fit for your current context.

We typically work with companies that {specific_criteria} and have already {prerequisite}.

That said, your {specific_strength} at {company_name} intrigues me.

Would you be open to a conversation so I can better understand whether our approach could make sense in your context?

Best regards,
{your_name}

Template: “We Are Very Selective”

CSS

Hello {first_name},

We work with a limited number of companies each year (maximum {number}) to ensure the quality of our support.

Your profile at {company_name} and your expertise in {domain} align with what we're looking for, but I want to ensure the timing *is right* on your side.

Are you currently actively considering {topic}, or *is* this more of a long-term watch?

Best regards,
{your_name}



13. Performance Measurement and Optimization

Core KPIs for Multichannel Prospecting

Volume and Activity Metrics

Input metrics:

- Number of prospects contacted per channel
- Number of touchpoints per prospect
- Average frequency of interactions
- Distribution of contacts by hierarchical level

Deliverability metrics:

- Deliverability rate per channel (email, LinkedIn, phone)
- Inbox placement rate vs. spam
- Bounce rate and technical errors
- Sender reputation score

Engagement Metrics

Email:

- Overall and segmented open rates
- Click-through rate by content type
- Positive vs. negative response rate
- Average time to first reply

LinkedIn:

- Connection request acceptance rate
- Message response rate
- Engagement on shared content
- Growth of qualified network

Phone:

- Call pick-up rate
- Average conversation duration
- Call-to-meeting conversion rate



- Quality of information collected

Conversion Metrics

Stage-by-Stage Conversion:

- Prospect → Initial engagement
- Engagement → Qualification
- Qualification → Opportunity
- Opportunity → Meeting
- Meeting → Proposal
- Proposal → Closing

Quality Metrics:

- Average lead qualification score
- Meeting show-up rate
- Average sales cycle duration
- Average deal value

Performance Analysis by Segment

Segmentation by Prospect Profile

By Hierarchical Level:

- C-Suite: Focus on meeting rate and deal value
- Directorial: Focus on qualification rate and progression
- Managerial: Focus on information gathering and introductions

By Company Size:

- Enterprise (>1000 employees): Long cycles, high value
- Mid-Market (100–1000): Balanced volume/value
- SMB (<100): High volume, short cycles

By Industry:

- Analyze sector-specific characteristics
- Adapt messaging and timing
- Identify champions by industry

Segmentation by Channel



Performance by Channel:

- Email: Efficiency, cost, scalability
- LinkedIn: Engagement, quality, networking
- Phone: Conversion, qualification, relationship building

Analysis of Combinations:

- Most effective sequences
- Optimal timing between channels
- Synergy of touchpoints

Continuous Optimization

Systematic A/B Testing

Variables to Test:

Content:

- Email subject lines (length, personalization, tone)
- Message body (structure, length, CTA)
- Value content (format, depth, angle)

Timing and context:

- Optimal days of the week
- Send times per segment
- Intervals between touchpoints

Personalization :

- Optimal level of personalization
- Most effective variables
- Balance between automation and human touch

Predictive Analysis

Lead scoring:

- Probability of engagement
- Probability of conversion
- Potential deal value



Predictive Models:

- Identification of buying signals
- Prediction of optimal timing
- Optimization of resource allocation

Control Dashboard

Real-Time Metrics

Daily Overview:

- Activity of the day (emails sent, responses, meetings)
- Performance alerts (drops, spikes)
- Active pipeline

Weekly Overview:

- Evolution of key KPIs
- Performance by sales rep
- Trend analysis

Strategic Reporting

Monthly View:

- Prospecting ROI by channel
- Evolution of lead quality
- Competitive analysis

Quarterly View:

- Process optimization
- Team training and development
- Strategy and planning

Optimization through AI and Automation

Using AI for Optimization

Automatic Personalization:

- Generation of personalized subject lines
- Content adaptation to prospect profile
- Optimization of send timing



Predictive Analysis:

- Identification of hot prospects
- Conversion rate prediction
- Sequence optimization

Intelligent Automation:

Behavioral Triggers:

- Responding to prospect actions
- Automatic sequence adaptation
- Escalation to human intervention when necessary

Continuous Optimization:

- Automated A/B testing
- Learning success patterns
- Continuous performance improvement

Conclusion: Towards Modern and Effective Prospecting

Modern multichannel prospecting represents far more than a technical evolution of traditional sales methods. It is a fundamental transformation of the relationship between seller and buyer, placing value creation and authenticity at the heart of commercial engagement.

Companies that master this approach do not merely improve their conversion rates; they build lasting relationships, position themselves as strategic partners, and create a sustainable competitive advantage in an increasingly crowded market.

Anti-selling, intelligent personalization, and multichannel orchestration are no longer optional—they are essential for any organization aiming to thrive in the modern economy. Tools like Zeliq facilitate this transformation, but ultimate success lies in the ability to combine technology with human intelligence to create exceptional prospect experiences.

The future of prospecting belongs to those who create value before selling, who understand that every interaction is an opportunity to reinforce their expertise, and who place humans at the center of their automated strategies.

Zeliq

For more information, contact the sales department at:
[**https://www.zeliq.com/contact**](https://www.zeliq.com/contact)