




# Cracking The Code Of Cold Outreach



## What we will cover:

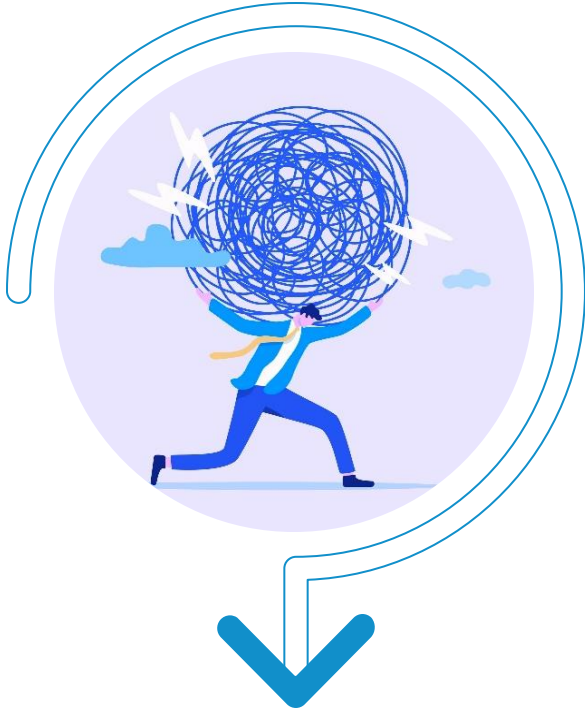
-  1 Why cold is critical this year
-  2 How cold outreach can work for you and your business
-  3 The 6-Step Cold Outreach Framework that works in the current market



# Mercifully, Brief Introduction....



- Combined experience as sales and marketing directors of over 50 years 'promoting' brands and recruiting sales and marketing teams that have sold in excess of £500m
- Launched the first Recruitment Marketing and Sales Podcast in 2013 that now has over 600,000 downloads
- Delivered marketing services and campaigns for companies across the globe
- Recruitment marketing consultants that deliver marketing training, consulting, and our Superfast Circle program; currently delivered over 75,000 hours of coaching!
- Written over 4,720,000 words over the past 16 years for clients



No BD+ No marketing, or  
some and inconsistent



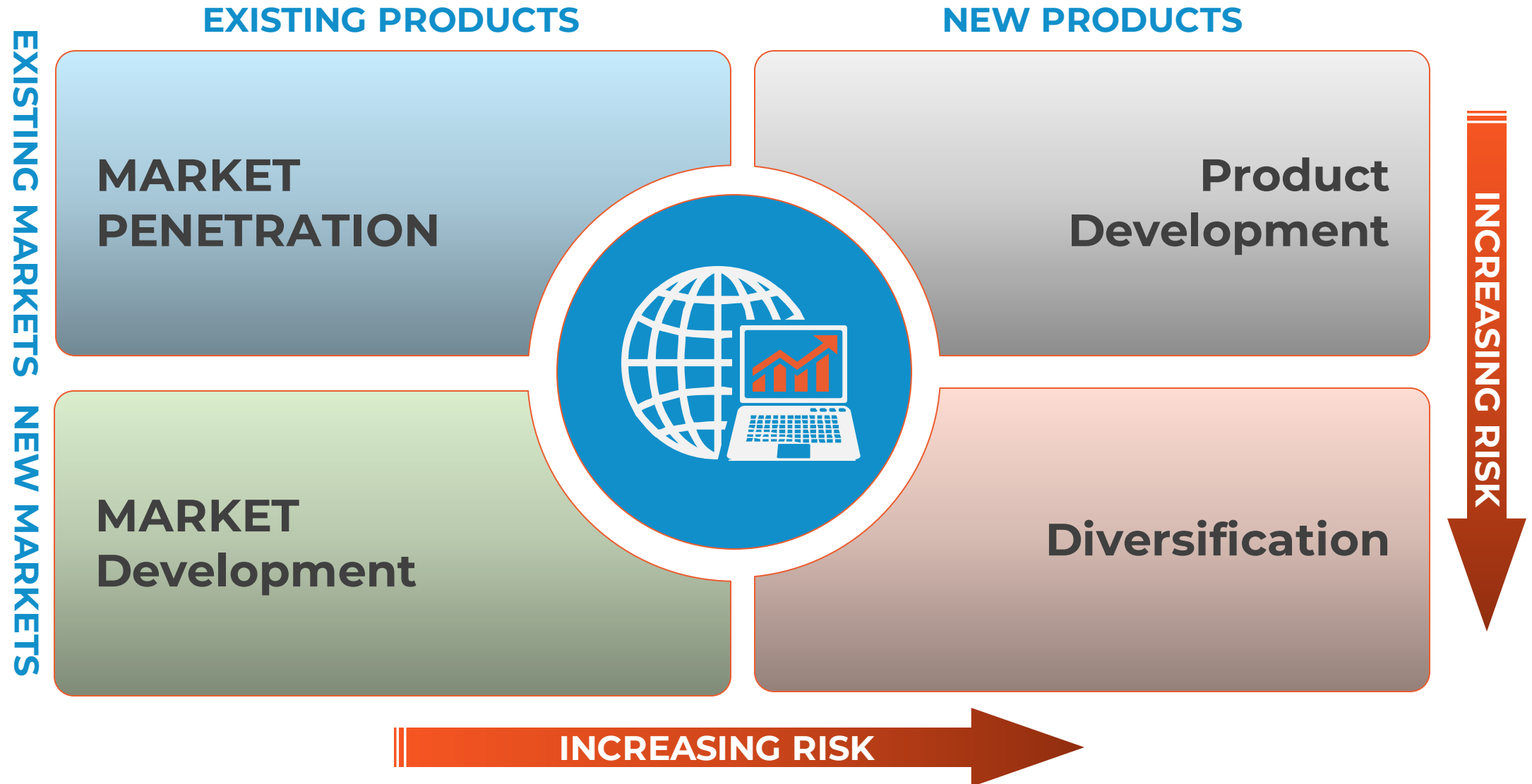
Inconsistent



Consistent

**Marketing and BD Implementation**

# Opportunity 2: The Ansoff Matrix

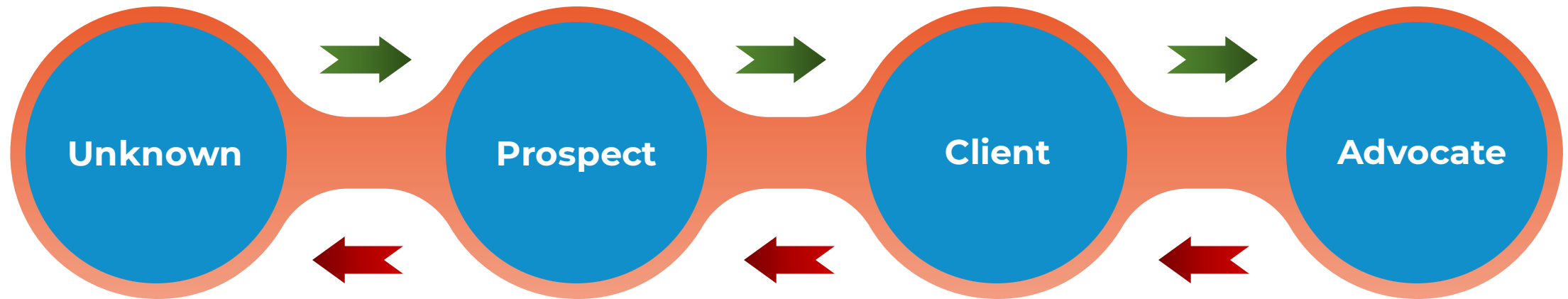


# The Recruitment Marketing And Sales Journey (RMS)



Cold outreach  
is a volume  
game

Consistent attention over time delivers results



Lack of attention means loss of connection

# Questions To Ask Yourself?



- Do you want to stand out in your market?
- Would you like to be able to more easily sell your business in the future?

Do what most companies don't do:

**Implement cold outreach...it WORKS and will add value to your business**



## Framing The Improved Opportunity Cold Outreach Gives

- ❖ #Strangerdanger
- ❖ You will get more rejections
- ❖ It is a volume game
- ❖ Persistence is key...most give up
- ❖ It's a longer sales cycle
- ❖ It involves mastering your mind





## Framing The Improved Opportunity Cold Outreach Gives

- ❖ Persistence pays-off
- ❖ This is a strategy you can control:  
input opportunities are increasing
- ❖ It's a consistent way to fill a pipeline
- ❖ Cold outreach is one of the most predictable  
business growth strategies
- ❖ Can be a gamechanger

## Framing The Improved Opportunity Cold Outreach Gives

- ❖ Most people don't use a system, which is an opportunity for you
- ❖ People who are willing to do what others won't always win the long game
- ❖ Companies like you can still compete
- ❖ Technology now provides you with multiple options to contact people



# Pre-Implementation 4 Simple Steps

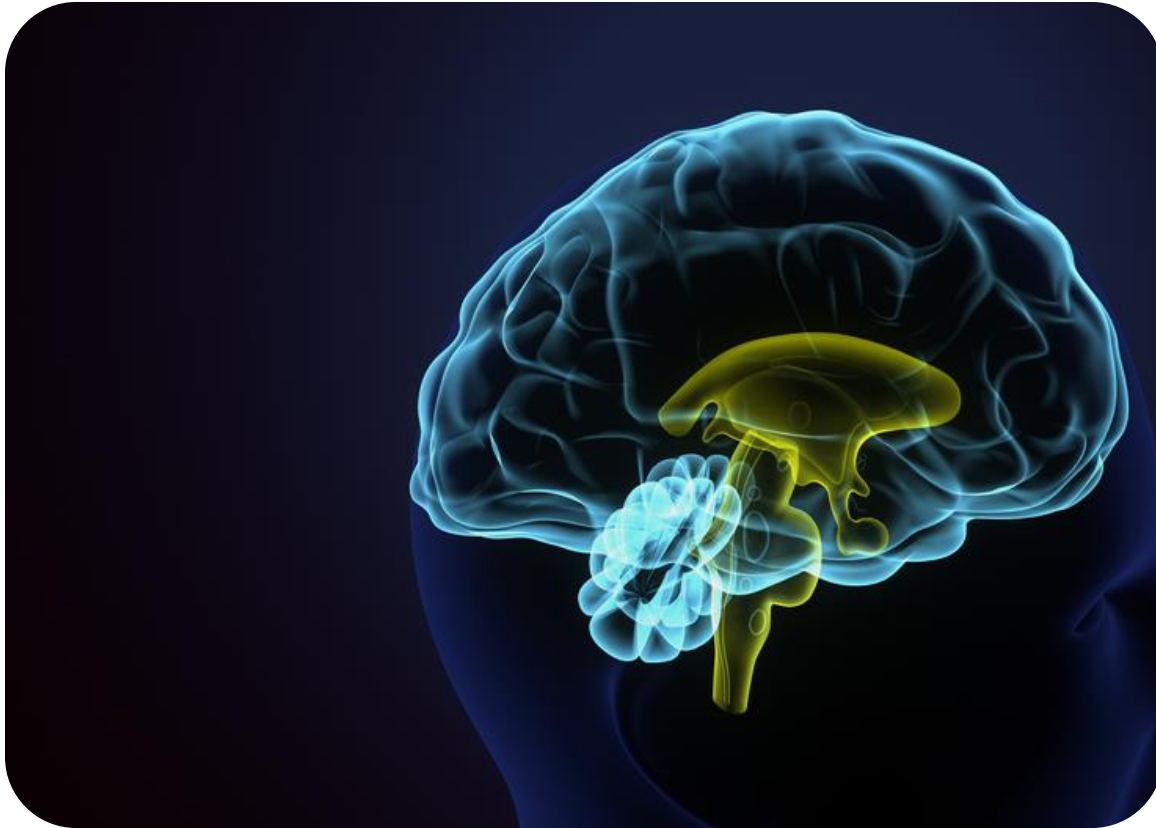


# 6 Step Cold Outreach Framework

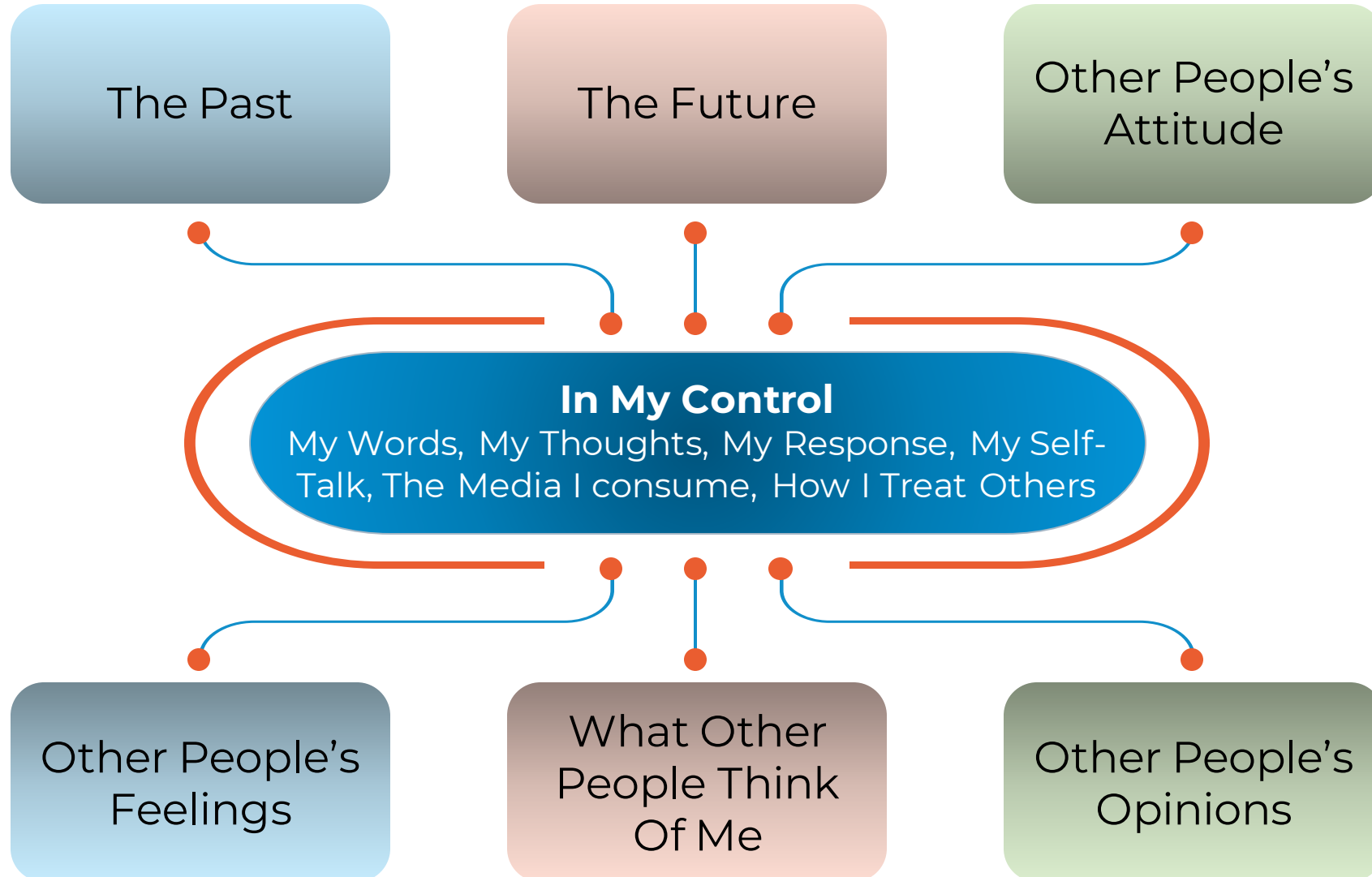


# The Difference That makes The Difference

## Mastering Your Mind



# Out Of My Control



- ❖ Cold outreach is one of the most predictable strategies for growth
- ❖ Consistent attention is required to nurture people from unknown to being an advocate
- ❖ Cold is easy when you dial in a system and work it
- ❖ When you focus on what you can control, you will get results





**SUPERFAST**  
RECRUITMENT



# THANK YOU

