

Account triggers	Triggers from accounts that fit the ideal customer profile criteria (e.g., firmographics, technographic, environmental data points)	<ul style="list-style-type: none"> ■ Target account entering a new market via M&A ■ Previous customer started a new role at a target account ■ Prospect shared relevant post on LinkedIn
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Source: Gartner

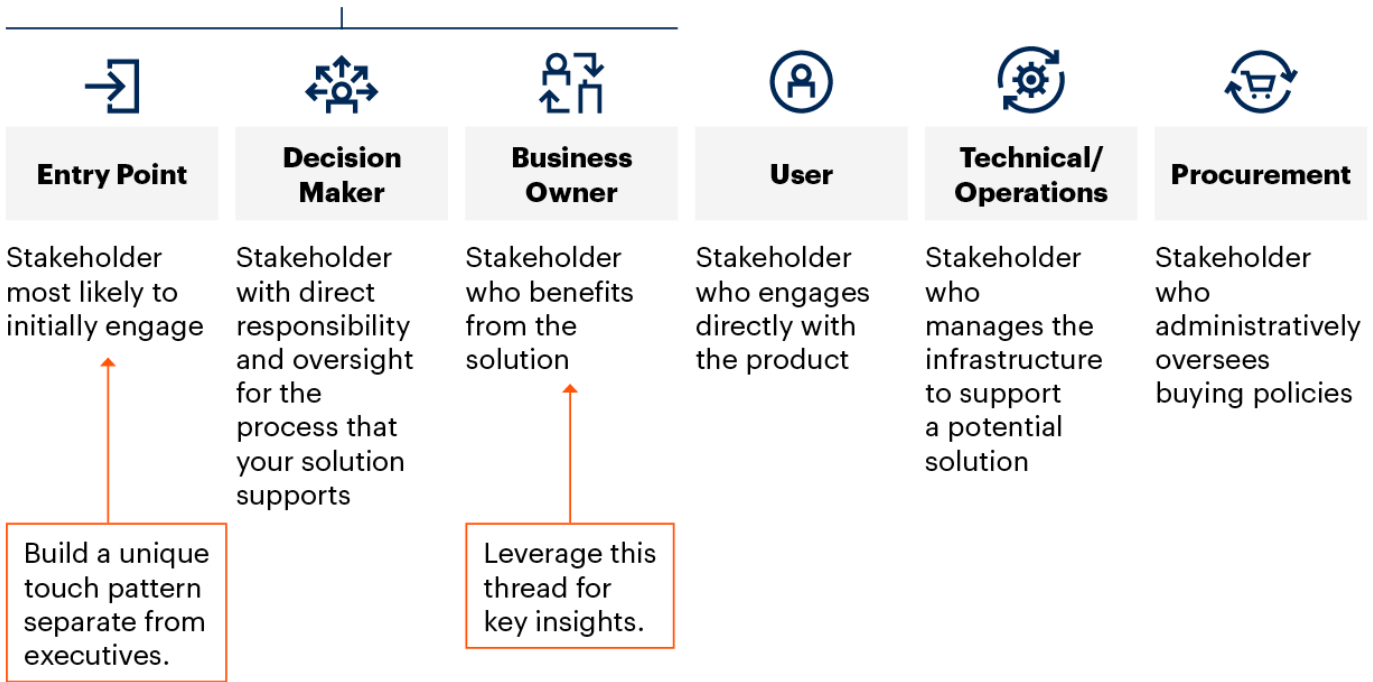
2. Multithread with the buying group – Guide sellers on when and how to engage three to six different buyer roles with unique touch patterns, and focus sellers on the threads most consistently involved in the early buying process. Figure 1 offers insight into each thread. Identifying the entry point and building a unique touch pattern for each thread leads to more consistent prospecting. Effective prospecting is all about finding the entry point mobilizer. Mobilizers excel at rallying their organization around new ideas. Business owners typically benefit from your solution and are part of the buying group; they're neither the owner of a process or the decision maker, but they provide valuable insight into the key initiatives your product or solution may support.

Figure 1: Multithreaded Prospecting



Multithreaded Prospecting

Focus on these three threads when prospecting.



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3. **Scale messaging with semi customized templates** – For some industries, email is a cornerstone of prospecting. To generate relevant messaging, guide sellers with checklists to source three to five account and buyer insights, then to edit a semi customized message for a unique persona. These scripts or messages can serve as the foundation for messaging across all engagement channels, including video, social and direct mail. Follow the guidance in Figure 2 to scale messaging templates.

Figure 2: Semicustom Prospecting Email Templates



Semicustom Prospecting Email Templates

Limit emails to three paragraphs of one or two sentences each.

Subject Line	RE: < INSERT: Key Initiative > With <Your Company>	Limit subject lines to five words related to your email content.
Create Context	It looks like you're <CUSTOMIZE: relevant observation from research>. How are you addressing < INSERT: key initiatives or tactical challenges >?	Personalizing 10% to 20% of an email message doubles reply rates.
Convey Value	We work with similar companies like < INSERT: value prop or use case story >.	Provide prewritten snippets of key initiatives, tactical challenges and value propositions by persona, use case or industry.
Deliver Offer	I'd love to tell you a couple more stories like this one. Would that interest you?	Use soft calls to action focused on starting a conversation.

Source: Gartner
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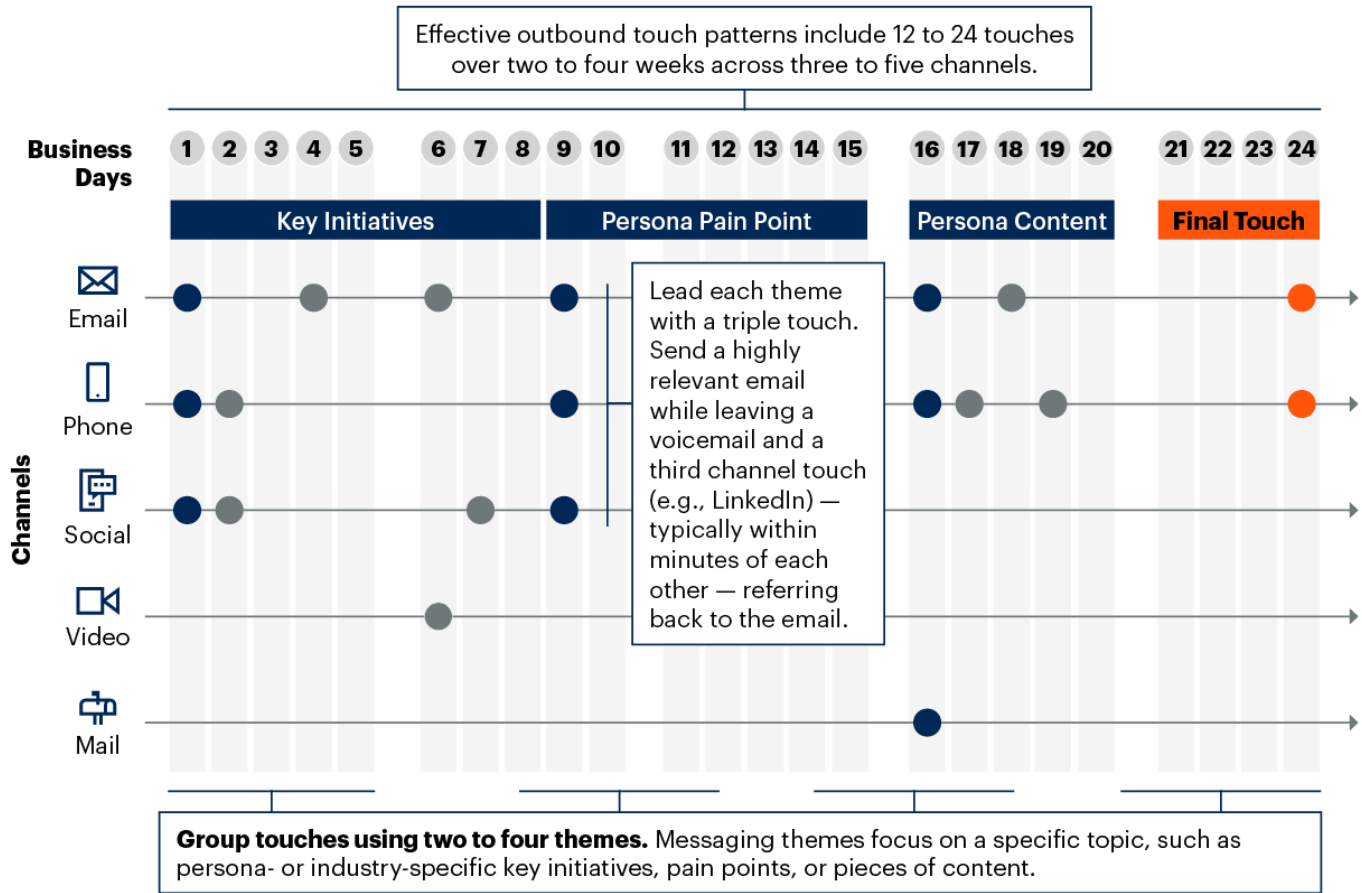
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4. Engage with multichannel touch patterns – Ninety-two percent of sales development teams use at least three channels for prospecting – phone, email and social. ² Touch patterns are managed through sales engagement technology, where a touch pattern can be programmed to help a seller manage and prioritize a high volume of concurrent touch patterns at a time. Follow the guidance in Figure 3 to design multichannel touch pattern prospecting.

Figure 3: Multichannel Touch Pattern for Outbound Prospecting



Multichannel Touch Pattern for Outbound Prospecting



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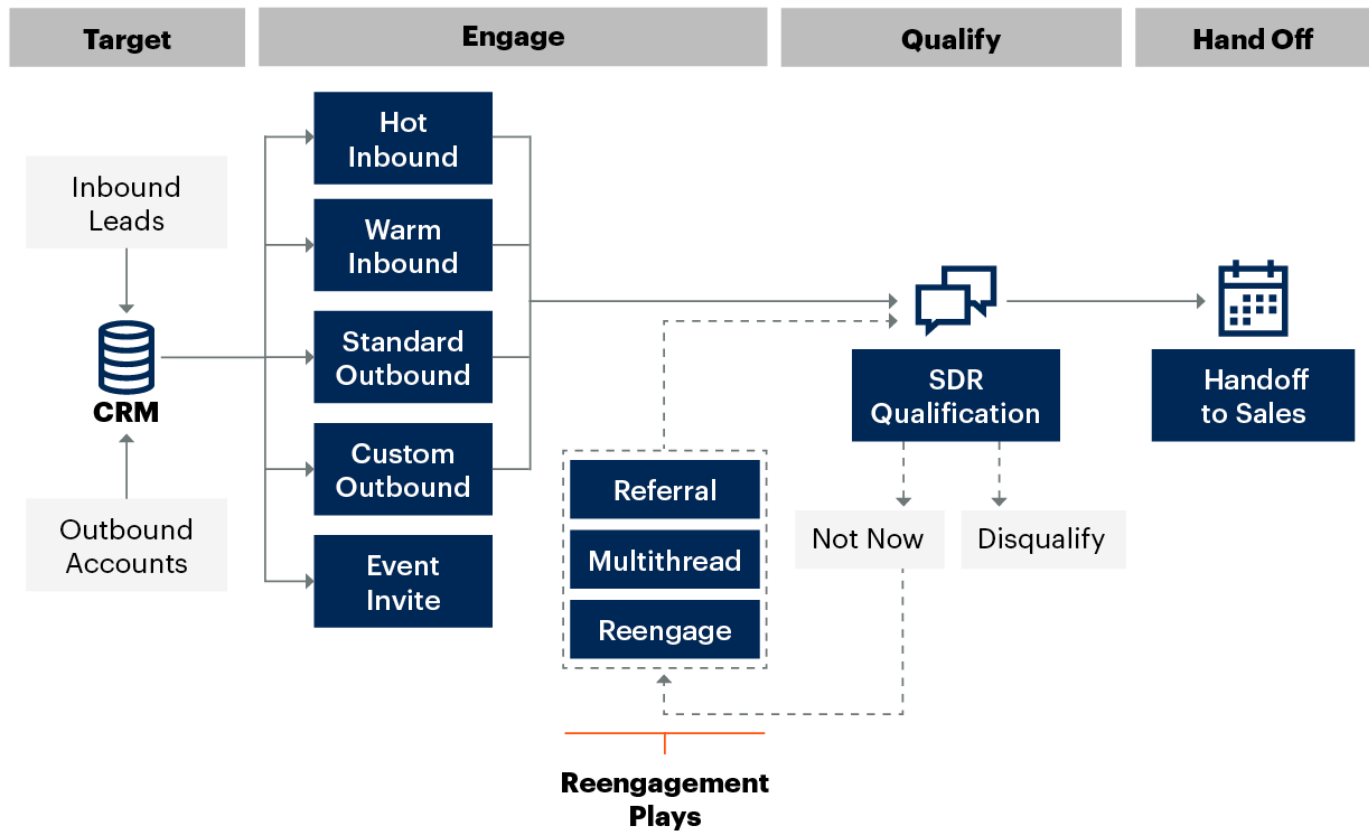


5. Nurture buyers with reengagement plays – After initial conversations with prospects, reengagement plays enable sellers to nurture additional prospects at good-fit accounts. Reengagement plays are effective at generating opportunities because a seller can systematically leverage insights gained from previous interactions. Figure 4 depicts the role of reengagement plays in a sales engagement playbook.

Figure 4: Prospecting Plays



Prospecting Plays



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Recommended by the Authors

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[Touch Pattern Dashboard for Sales Development Representatives](#)

[Boost the SDR Communication Using the Triple Touch Pattern](#)

[Touch Pattern Play: A Tool to Help Increase Your Target Customer Base](#)

[Create Semi-Custom Email Templates for Scalable Prospecting](#)

Evidence

¹ 2021 Gartner Seller Skill Assessment

² 2019 Gartner Sales Development Benchmark Report

Recommended For You

[Quick Answer: How Should SDRs Respond to Inbound Leads?](#)

[Effective Social Selling Strategies to Drive Sales Prospecting](#)

[How Sales and Marketing Can Develop Effective Account Growth Message Orchestration](#)

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