

OUTBOUND PROSPECTING



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Co-Founder & CRO at
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About this course

Get to grips with the admin and reporting side of your role by taking our newly revamped Outbound Prospecting course. Outbound Prospectors with 0-6 months' experience will benefit from interactive sessions with an OP expert and access to tech resources which will allow you to apply what you've learned in the workplace immediately.

In this introductory course, you will learn how to use the five core outbound channels (Email, Phone, Social, Video, Direct Mail) in your prospecting role. Understand how to research the right prospects, start more conversations, successfully hand over leads to your AE and hit your quota.

Course information

6 weeks | Tues, Thurs
8am PT • 11am ET • 4pm UK | 12 x 1-hour live classes

What impact this course will have

- Understand Lead Sourcing & Prospecting Signals.
- Gain access to automated templates for account based prospecting.
- Master email, social prospecting and sequences!
- Determine SDR qualification criteria and perfect handover
- Discover SDR best practices for managing your pipeline and your everyday work schedule.

**Class 1**
Introduction

- What is an SDR?
- Channels overview
- Elevator pitches

Class 2
Understanding Prospects & Sourcing Leads

- Understand your prospects
- Finding triggers and signals to increase relevance when reaching out
- Examples of triggers and signals and how to find them

Class 3
Automated & Account Based Prospecting

- Approaches along the spectrum
- Automated templates
- Strategic account based approach

Class 4
Email Templates & Customization

- 3 cold email structures
- Examples of email templates
- How to customize email templates

Class 5
Email Follow Ups & Responses

- The art of email follow up
- How to write value adding follow ups
- Handling responses from cold emails

Class 6
Cold & Warm Phone Calls

- Cold & warm calling
- How to write call scripts
- Best practice call structure



**Class 7**
Objection Handling

- Objection handling framework
- The 4 stages of objections
- Mastering objection handling

Class 8
Video & Direct Mail

- Video timing, content & structure
- Direct mail strategies and ideas
- Tracking ROI

Class 9
Social Prospecting

- Approach prospects over social channels
- Best practices
- Get the most out of everything from LinkedIn to Snapchat!

Class 10
Sequences

- Putting all your channels together into strategically timed sequences
- Targeting
- What do best-in-class sequences look like?

Class 11
Qualification & Handover

- Determining SDR qualification criteria
- Successfully qualifying leads
- Booking a meeting with your Account Executive

Class 12
Managing Your Time & Career

- SDR best practices for pipeline management
- How to manage your everyday work schedule
- Owning your career planning and progression



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MARK COLGAN

Mark has over 13 years experience in B2B Sales and Marketing having worked at FTSE 50 companies to venture backed startups. In the last 3 years Mark has designed and implemented Outbound Prospecting strategies that have generated millions in revenue for several companies. In his most recent role as Chief Revenue Officer at TaskDrive he has overseen 100+ outbound prospecting campaigns across their customer portfolio and can share examples of what has worked and what hasn't.

Sarah Brazier is an account executive at Gong. She is one of the founding coaches of SDR Nation, an Officer in Bravado's War Room, Gong's top SDR in 2019, a 2020 LinkedIn Top Sales Voice, and President's Club winner. Prior to launching her sales career, Sarah worked as an actor and competitive speech and debate coach.