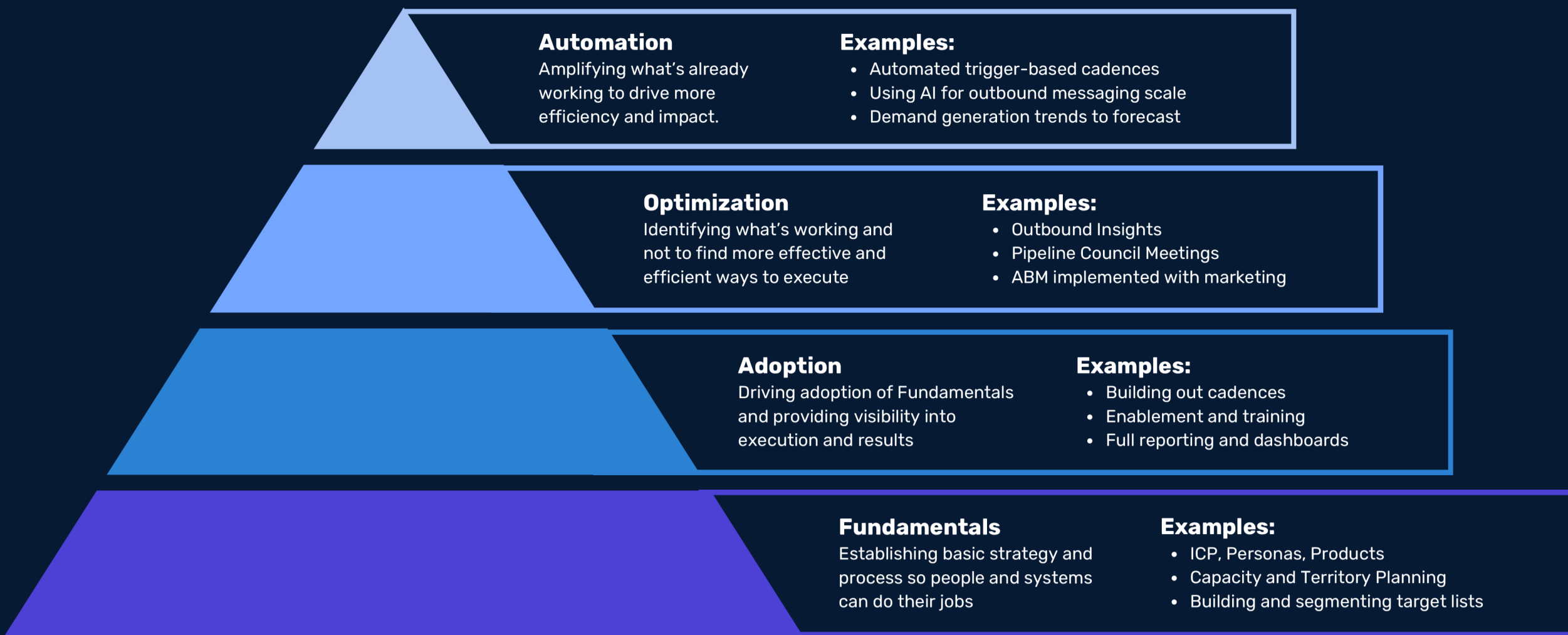


# The Outbound Efficiency Framework

[Click here to see the full Framework.](#)



## The GTM Efficiency Pyramid for Outbound



### Outbound works when...

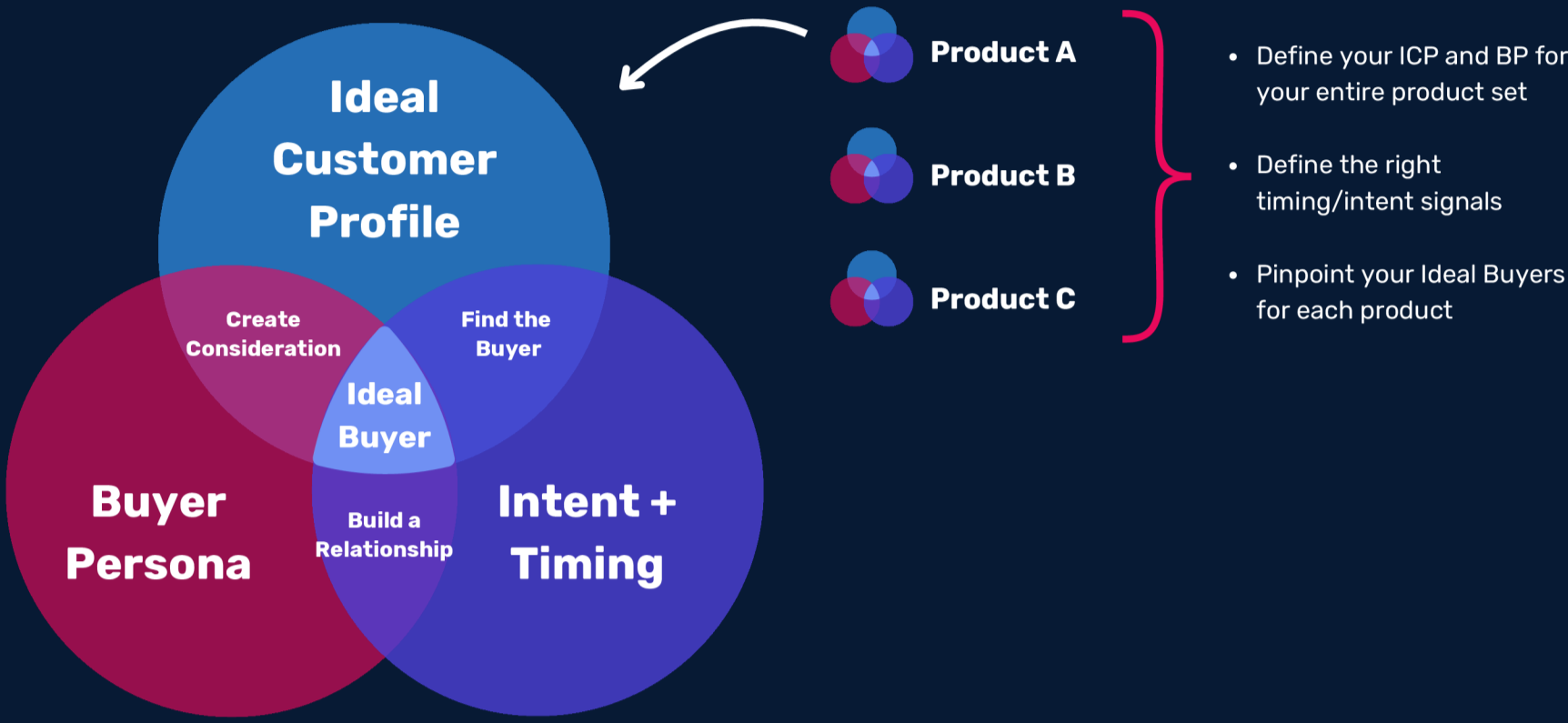
Outbound works when reps get the right messaging to the right buyers. It works when outbound teams have an efficient system to produce quality outreach with enough quantity to hit targets.

We do this by starting at **Fundamentals** and working our way up.

## FUNDAMENTALS

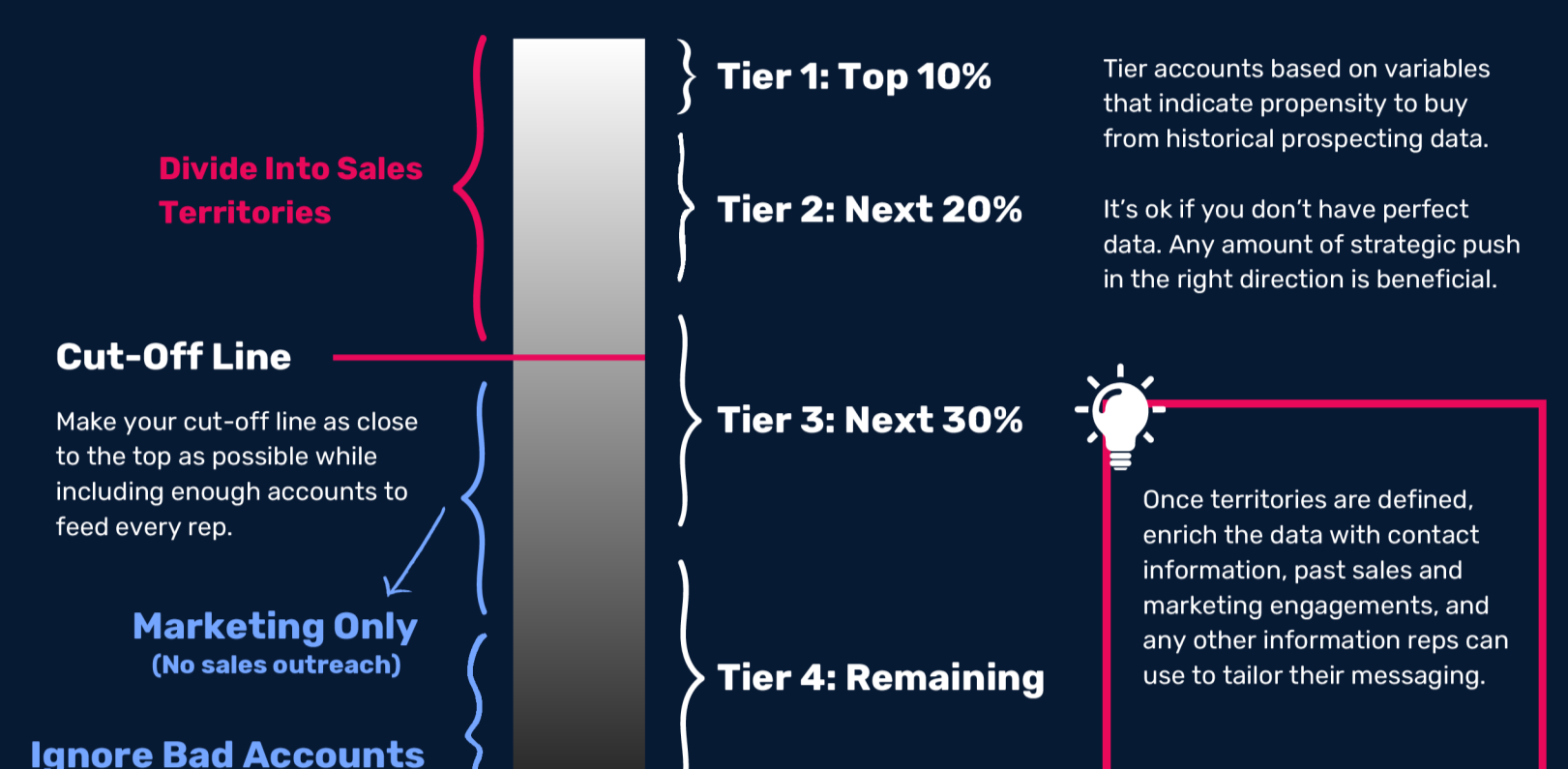
To build an effective Outbound Engine we need to start with the Fundamentals, the basic components needed for reps to reach the right buyers with the right messaging efficiently and effectively.

### Step 1: ICP, Buyer Personas, and Products



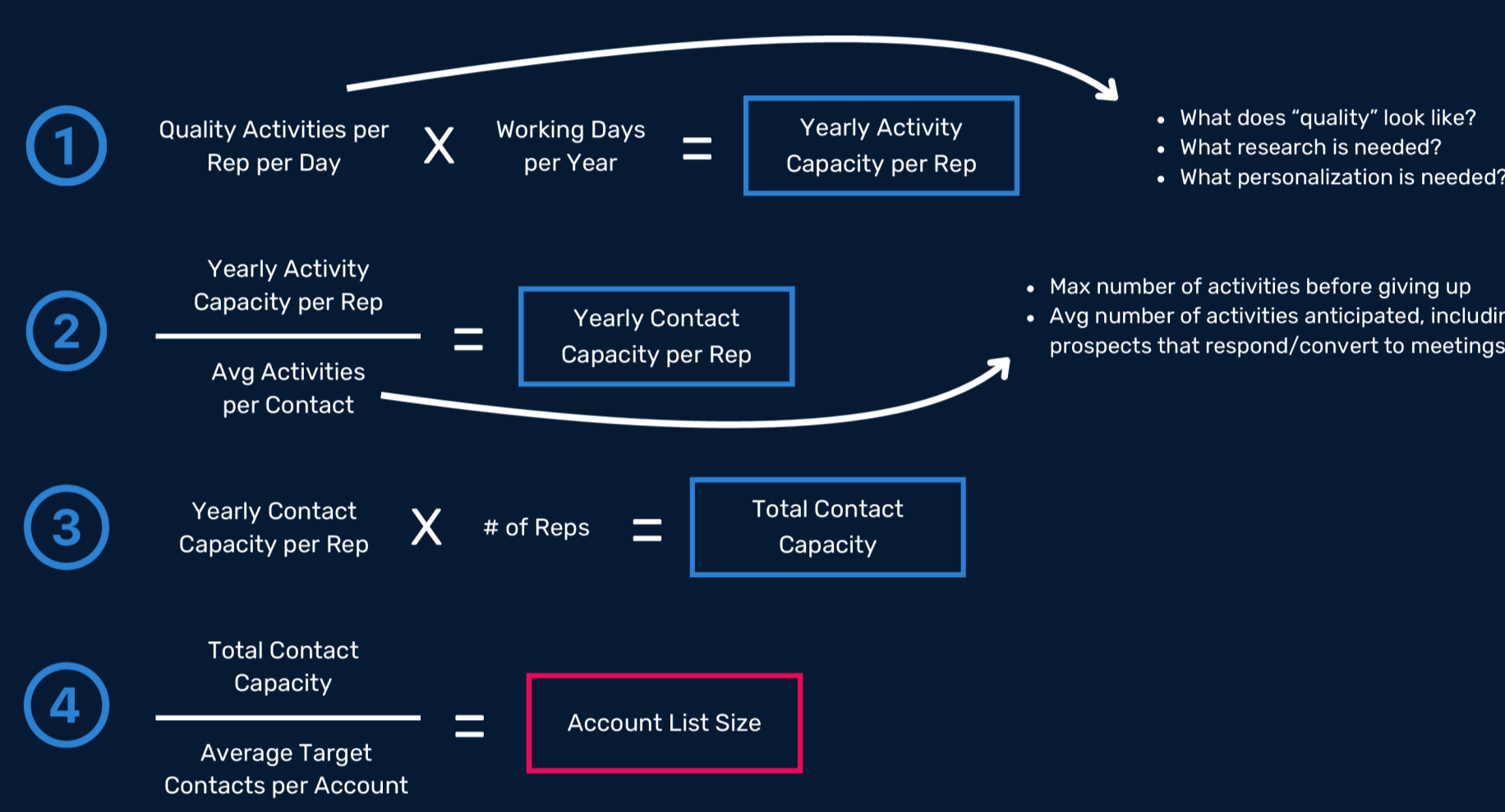
### Step 3: Territory Planning

Create territories from your list of best accounts. Consider factors such as geography and rep specialties/experience.



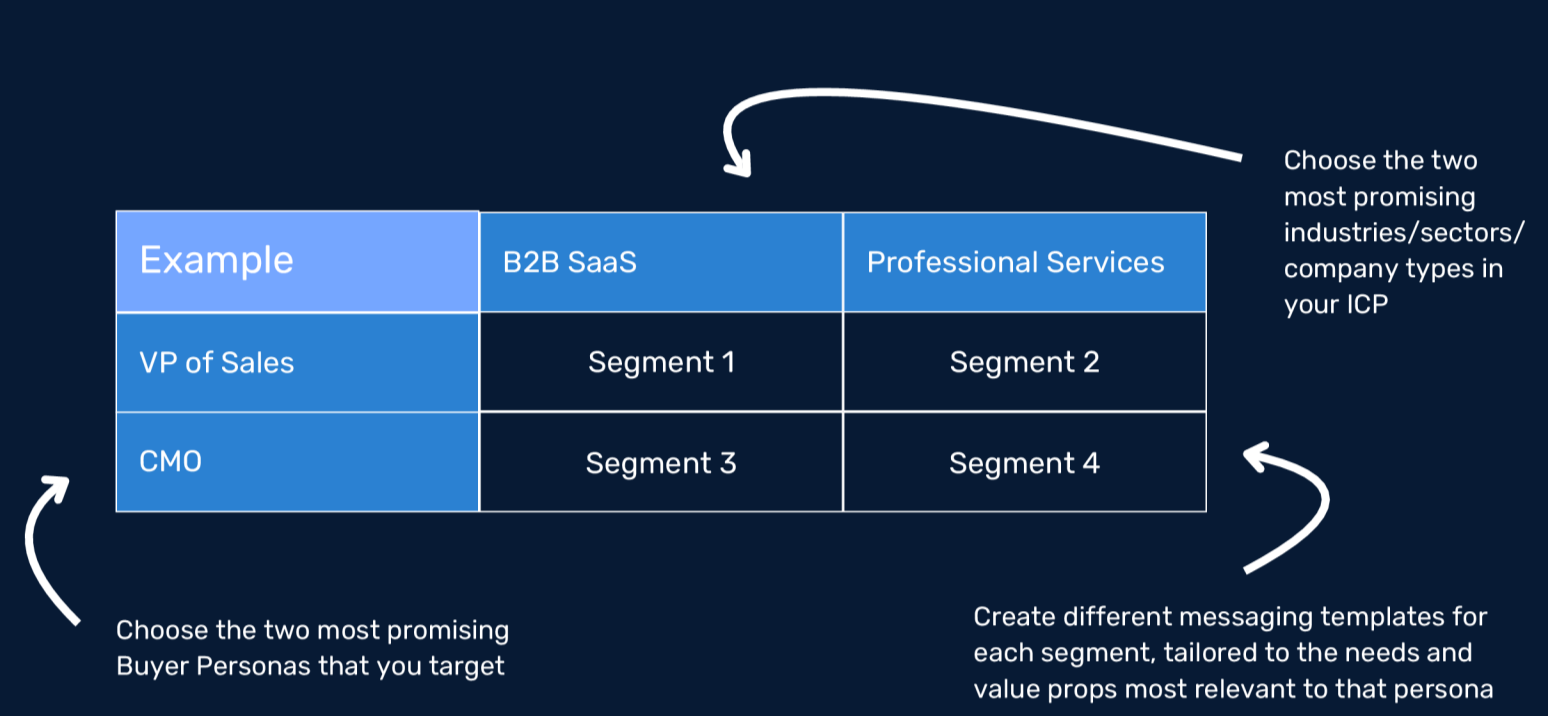
### Step 2: Capacity Planning

Create a Capacity Plan to determine how many accounts each rep can handle effectively. Identify best prospects within that number threshold.



### Step 4: Building & Segmenting Target Lists

By segmenting our target lists, as narrowly as a single Buyer Persona in one industry/type of company, our salespeople can work more efficiently and effectively.

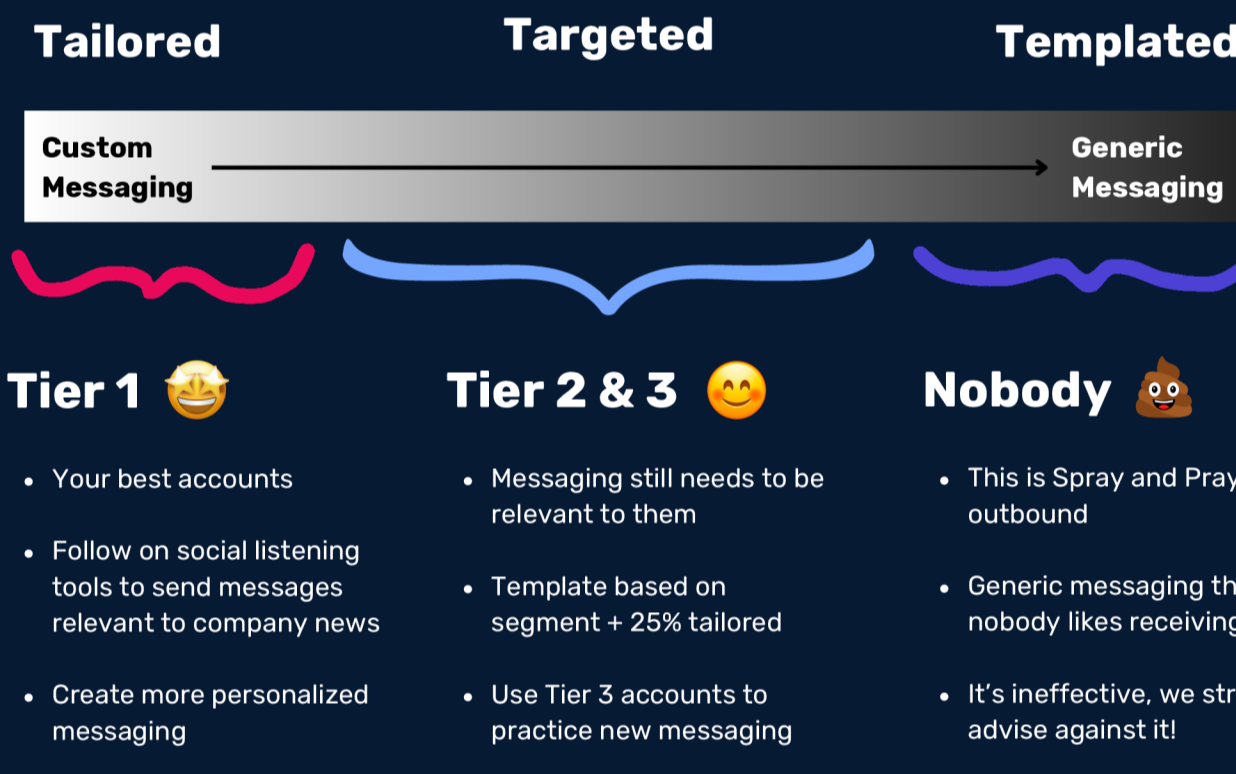


## ADOPTION

With the Fundamentals in place, we need to drive Adoption of the outbound process across our team.

### Step 1: Building Out Cadences

Build out processes for prospecting target lists in each segment.

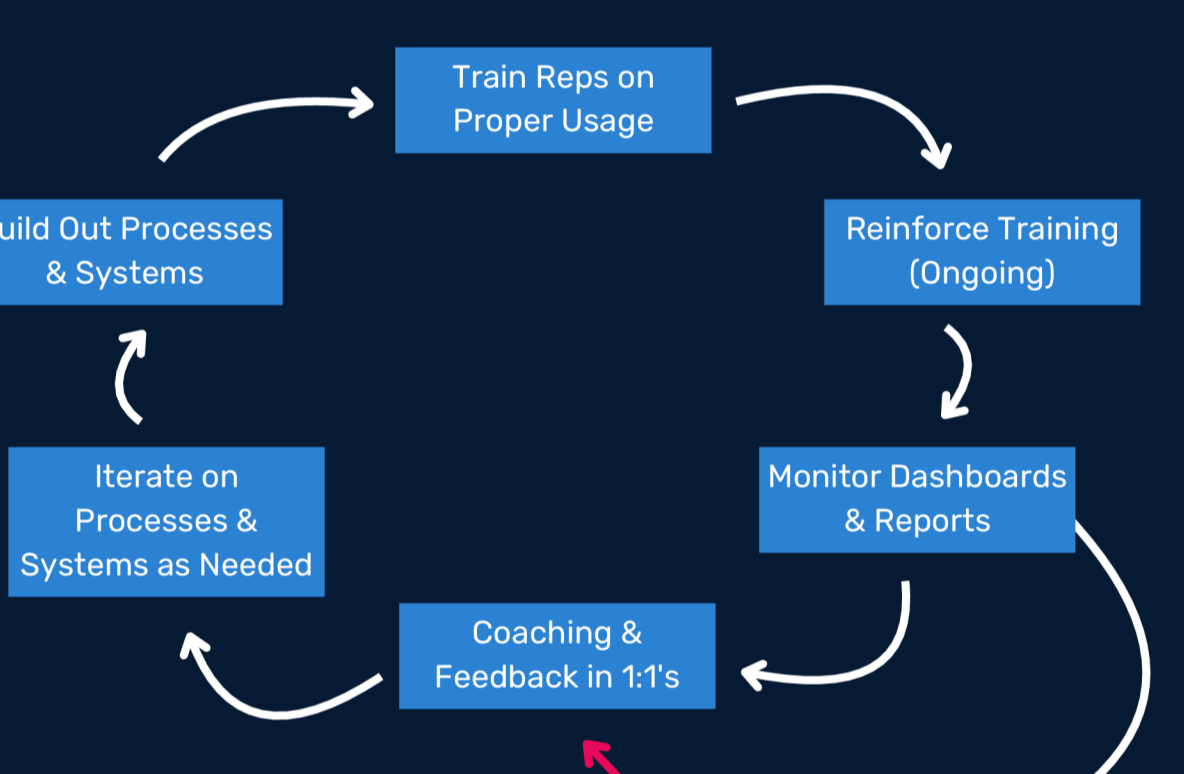


### Define Processes For:

- When do reps personalize emails vs using templates?
- What research do reps need to do before reaching out?
- At what point do reps walk away?

### Step 2: Enablement & Training

The processes and systems we build are only as good as our execution. Once we have them in place we need to train the team and drive adoption.



### Step 3: Full Reporting & Dashboards

Driving adoption – and results – relies on solid reporting.

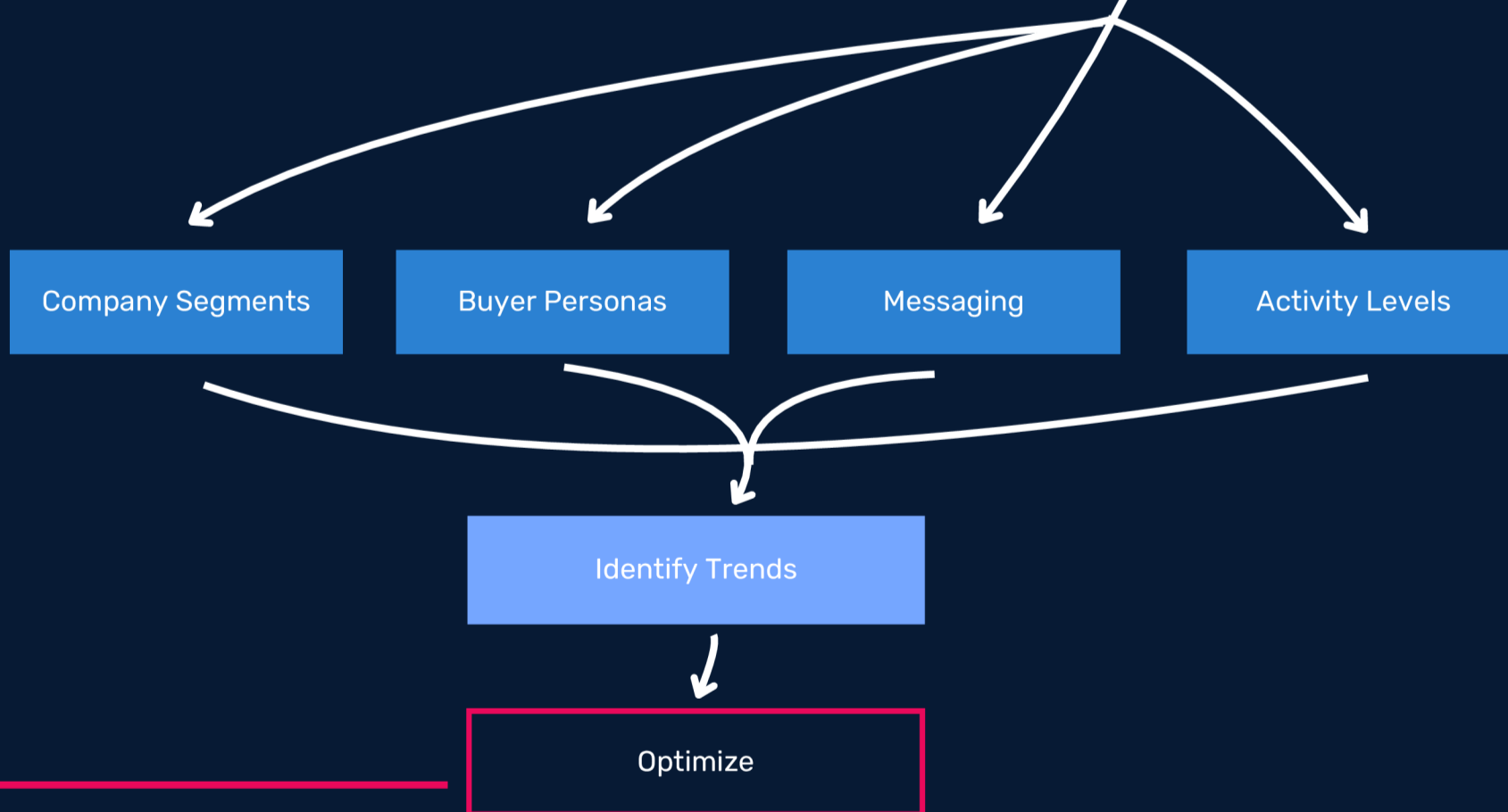


## OPTIMIZATION

We now have the foundation in place to get our team executing the basics of outbound. From here we can start to measure what's working and what's not and optimize the outbound motion.

### Step 1: Outbound Insights

Once we have the proper reporting systems set up, we can further slice and dice this data to double down on what's working.



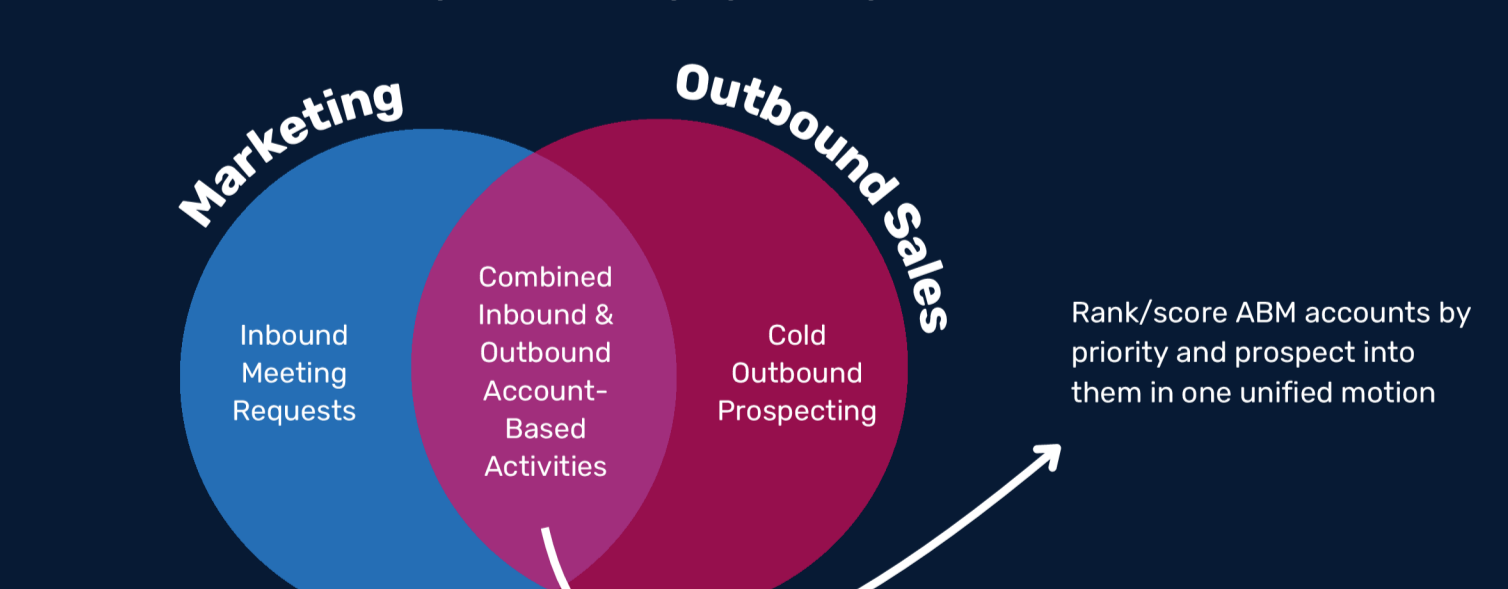
### Step 2: Pipeline Council Meetings

The insights we've uncovered require us to take action. If we have a large revenue team, it can make sense to pull in heads of our revenue departments and create a pipeline council.



### Step 3: Collaboration with Marketing

As our outbound motion evolves, we should have our outbound and marketing teams collaborate on ABM lists, sharing feedback and aligning on strategies to close accounts.

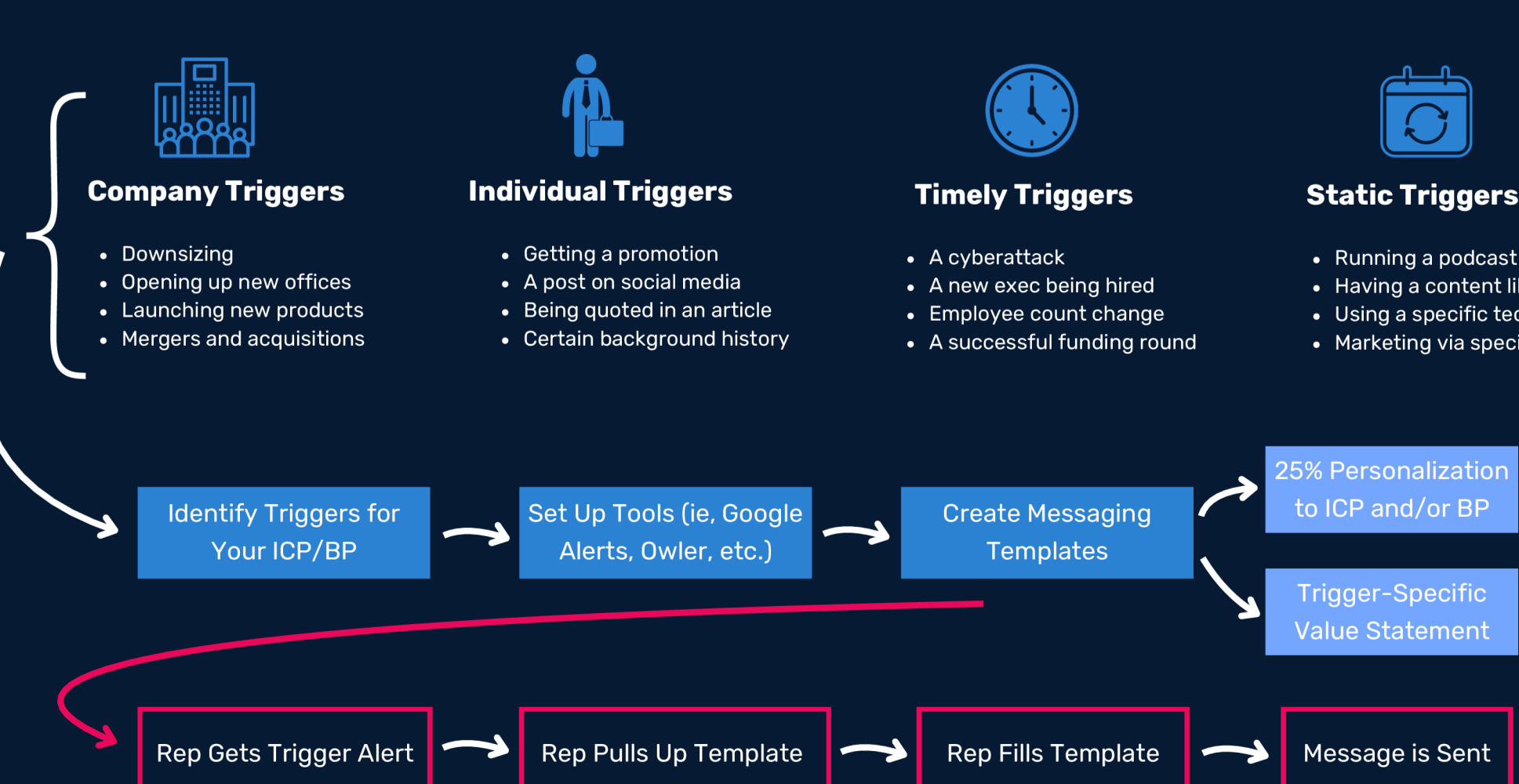


## AUTOMATION

There's no bigger waste of money than automating a broken process – But if we've been working our way up the GTM Efficiency Pyramid, we should have an effective system in place that's ready to be scaled. Here are just a couple of ways to do this for outbound.

### Automating Trigger-Based Cadences

Triggers are any signals that indicate an account is currently in-market. By automating trigger-based cadences, we can help reps increase their success rates with minimal effort



### Using AI to Scale Outbound Messaging

Once we have the above processes in place, we can feed AI the information it needs to create personalized messaging at scale.

