



Use These Outbound Messaging Scripts To Get More Qualified Prospects on the Phone



Why Outbound Messaging Works

Messaging, as simple and common as it seems, can be one of your most powerful lead generation and sales development tools when you know how to use it the right way - which you'll learn in this document.

That being said, while messaging alone can be a powerful strategy, we've found that we get best results when utilized within a multi-channel strategy, including messaging, email, outbound calls, paid social media ads, and more. For now though, let's focus on how to optimize your messaging efforts effectively.

How to Use Outbound Messaging Scripts on Any Platform

Before we share the exact scripts we've used for our clients, it might help to indulge in some context around the overall strategy behind these scripts.

We started out by gaining a reputation as the LinkedIn experts, which is where our experiments with messaging began. Since then, we've utilized the platform as just one of the tools we've used to service hundreds of clients and have generated hundreds of millions in revenue for their businesses - including outbound cold emailing, Facebook messaging and more. These messaging scripts will work on any platform, as long as your audience is there and you're able to target them.

Which implies that you first need to be very familiar with who you want to target. LinkedIn, for example, makes it very easy to find and search for your target audience, giving you the ability to get extremely granular in your searches, from the companies you want to work with, to the exact job positions within those companies and much much more.

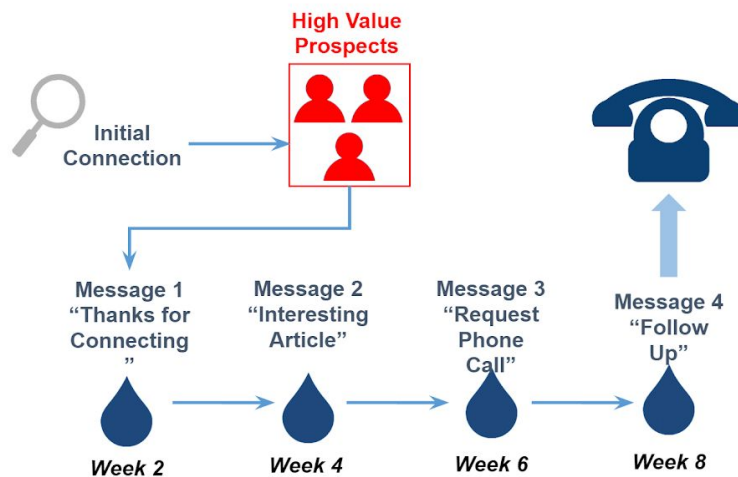
Once you've identified some potential prospects, you can then send them a connection request (on LinkedIn), or after you've acquired their email, or they've found you and given you their info, you can then begin a nurture campaign using messaging. A campaign like this accomplishes several objectives:

- You've *increased your database* of targeted prospects
- You *stay top of mind* and they gain familiarity with you
- You *prove your value* by providing relevant information
- All of which *increases the trust* they have in you
- As it positively *positions you in the market as an authority*, not just as a another vendor

Let's take a look at the campaign strategy...

Here's an overview of the top 4 outbound messaging scripts we use in our multi-touchpoint campaigns we use as a guideline when developing a full pipeline for our clients:

Multi Touch Point Messaging Campaign



4 to 7 message process to nurture, provide value, build the relationship and book an appointment.

Now that you know the strategy for the entire campaign, let's dive into each message template and why it's effective in getting prospects on the phone!!

MESSAGE 1

Purpose:

Thank the prospect for connecting, and add as much value as possible for your prospect in order to build trust.

Template

Thanks for connecting, [FIRST NAME]. I hope you got the invite I sent to join my LinkedIn group, [name of group], a forum for [insert the job title/industry of your ideal prospects]. I think you might be a great fit based on your background and profile.

Here's the link to join in case you haven't yet: INSERT LINK

*Cheers,
[YOUR NAME]*

How to Use It:

This message comes after they've accepted your connection request on LinkedIn, opted-in for your content via social media ads/website, and is the first message in your messaging campaign. Your goal from here on out is to build as much trust and add as much value as possible with your prospect.

To begin, you'll want to:

- 1) Thank your prospect for connecting with you,
- 2) And then establish the relationship through empathy.

How to do that?

Here's one idea: you can invite them to your LinkedIn or Facebook group, for example. Something like that is an easy ask and it works because it's both inclusive and exclusive; inclusive for your prospect and exclusive to others. In other words, your prospect feels special.

They are getting an invitation to join a group of his or her top performing peers - a testament to his or her own achievements and success. So the prospect feels included and feels complimented that you think they're at the same caliber and that they have something to offer.

Another benefit is that it positions YOU as the expert, the authority, bringing people in your prospect's industry together. (If you haven't started a LinkedIn or Facebook group, here's some information on how to do that and why it might be a good idea for you.)

The following is an example of how we used this template for a marketing agency client.

In this sequence, our client wanted to target top management and marketing executives at big CPG companies in just two targeted states. *The campaign was a big success with a total of 44 quality booked appointments in just 4 months.*

Marketing Example

*Notice how the message elicits a sense of pride and exclusivity in being invited to a group of one's peers based on one's background. Another reason the message is effective is that joining a group is a very easy "ask"; there's no need to feel pressure or buy anything. However, you're providing value and this stays with your prospect.

Thanks for connecting, [FIRST NAME]. I hope you got the invite I sent to join my group, Food & Beverage Branding | a Forum for CPG Execs. I think you might be a great fit based on your background and profile.

Here's the link to join in case you haven't yet: INSERT LINK

*Cheers,
[YOUR NAME]*

MESSAGE 2

Purpose:

Create familiarity, stay top of mind, and build trust.

Template

Hey *[FIRST NAME]*, just came across this interesting article that I thought you might enjoy also. It highlights *[STATE WHAT'S RELEVANT TO YOUR PROSPECT]*.

Here is the link to check it out: *[INSERT LINK TO ARTICLE]*
[YOUR NAME]

How to Use It:

Message #2 has one purpose only: create trust and familiarity. You need to stay top of mind but you don't want your prospects to get skittish when your name, or the name of your company pops up on their radar. It's all too easy to "ghost" people these days and just not answer you. That creates a problem for you and your sales team. The root of that problem is that you are seen as a vendor.

Instead, reposition yourself with authority and trust. That means sharing content that's interesting, relevant, and valuable to your prospects without asking for anything in return. Plus, as you'll see below, it doesn't need to be your own content either. (In fact, I'd argue that it's better if it's not!)

Below is a great example we used for a client of ours in the consulting industry, *this sequence (including the message below) brought our client 24 quality sales opportunities in under two months!*

Consulting Example

Hi *[FIRST NAME]*,

Just came across this really great TED talks video about the benefits of having transparent communication throughout your organization, and thought you might enjoy it as well!

*Here's a link, if you're interested: *[LINK]**

Warmly,
[YOUR NAME]

ALTERNATE MESSAGE 2

Purpose:

Alternatively, use Message 2 as a “soft” call to action.

Template

***[FIRST NAME]**, are you free to jump on a quick phone call this week or next? I'm interested in exploring some innovative approaches that leading **[INSERT AUDIENCE]** are adopting to gain a competitive advantage. Would you like ideas that result in **[INSERT BIGGEST BENEFIT OF WORKING WITH YOU]**? Let me know a few times you're available to talk and we can set something up.*

Cheers,
[YOUR NAME]

MESSAGE 3

Purpose:

Request a phone call or appointment.

Template

[FIRST NAME], would you be open to connecting over a phone call? I'd love to learn more about your experience in your role and see if I could be a helpful sounding board. Is there a certain day next week after 2 PM that works with your schedule?

*Thank you,
[YOUR NAME]*

How to Use It:

Message #3 is all about requesting a phone call. You can, of course, continue to offer more content, but at some point you do need to move the conversation into a business conversation where you discuss the possibility of working together (and hopefully closing the sale!). *For one client, that exact template got a total of 115 appointments booked in 10 months with quality prospects.*

The biggest mistake we see is that people typically jump straight to Message #3 when their prospect hasn't got a clue as to who they are, or what they can do for them. When you share content, ask questions, and become a resource (and therefore, automatically, an *authority* in your space) you've already positioned yourself well and now you're ready for the ask:

"Let's book a call."

Examples:

Catering Example

Hi [FIRST NAME], do you have time for a quick call this week or next? I'd love to bounce some ideas around and learn more about your experience!

*Thanks,
[YOUR NAME]*

Non Profit Example

Hope you enjoyed the post! Wanted to reach out and see if we could schedule a call in the coming weeks. With your background, I'd love to learn more about your thoughts on CSR and community engagement. Let me know your availability, and I will send an invite.

*Thanks,
[YOUR NAME]*

ALTERNATE MESSAGE 3

Purpose:

Alternatively, ask a question to determine the main pain point and further connect.

Template

Hello [FIRST NAME], what are your biggest challenges when it comes to [INSERT YOUR AREA OF EXPERTISE] ?

In our work with [INSERT AUDIENCE] we've heard many struggle with a lack of [THE MAIN PROSPECT PAIN POINT] which leads to [INSERT SYMPTOMS OF PAIN POINT].

What [INSERT TYPE OF SOLUTION THEY MAY CURRENTLY BE USING] do you currently have in place to offset these issues?

*Thanks,
[YOUR NAME]*

MESSAGE 4

Purpose:

Follow-up on the request for an appointment.

Template

Hey [FIRST NAME], just following-up to see when a good time would be to hop on a quick call and discuss the [INSERT INDUSTRY] ideas I had for your company. I'm looking forward to sharing them with you.

Talk soon,

[YOUR NAME]

How to Use It:

What's the key to sales? Follow-up, of course! We're not gonna give up on these potential prospects just yet. We have more follow-up messages to continue staying top of mind and to get (or keep) the conversation rolling.

An alternative option to a direct ask to book a call with you is to appeal to a sense of emotion. In the example below, we used a quote to encourage the prospect to accept that the client is the expert in what the prospect needs. From there, it's a pretty easy transition to ask to schedule a phone call.

Here, what you're doing is simply repeating what you said in message 4 and you're reiterating that the call will be quick (no one has lots of time these days). Also, you've explained that you'll discuss marketing, in this case. This is not an arbitrary conversation with a total stranger, this is a focused, goal-oriented phone call that could greatly benefit the prospect. *Just keep it direct and transparent.*

Examples:

IT Example

Wow, been super busy transitioning positions but I'd still love to chat. Let's do next Wednesday instead, late afternoon.

[YOUR NAME]

Manufacturing Example

Hi [FIRST NAME], just circling back to a message you received a couple weeks ago. Would you be willing to schedule a quick 15 minute phone call this week? When you get a moment, please let me know!

Thanks,
[YOUR NAME]

ALTERNATE MESSAGE 4

Purpose:

Follow-up, stay top of mind, and continue to increase the value you add by sharing a quote.

Template

Hi [FIRST NAME], I just wanted to follow up with an additional thought. A mentor once told me that "the secret to business and life is to figure out what you do best, do those things and get other people to do the other things." When it comes to Asia and sourcing and product development, it is what we "do best". Maybe refocusing your efforts makes sense. Would you be willing to schedule a quick 15 minute phone call this week? When you get a moment, please let me know!

Thanks,
[YOUR NAME]

What to Expect

Typically, we've found that when you consistently build and execute these messaging strategies to targeted prospects, depending on how many you send out every month, *you can easily use this strategy to get 10-15+ or more prospects booking calls with your sales team every single month.*

Your Turn

It's one thing to read about the results we get from messaging campaigns like this, it's another thing to actually implement your own campaigns. We hope that you will be one of the few who will actually use this document as a guide to implement targeted messaging sequences to fill your pipeline month after month.

If you would like help executing the messaging campaigns, or if you're interested in even more impact and increased results in your sales development efforts, remember that outbound messaging is strictly one part of our multi-channel outbound sales development strategy we implement for our own business and for our clients, to achieve a *consistently full pipeline and greater predictability in terms of expected revenue.*

To learn more about our full outbound sales development strategies, we invite you to book a call with our Director of Client Strategy who can answer any questions you may have, discuss the options best suited for your company at this time, and explore the economics behind each of those options.


[Book a call now:](#) **PRETTY LINK**



Don't just get the lead.

Take the lead.

LinkedSelling helps B2B companies get sales appointments with hard-to-reach, high-value prospects through an integrated multi-channel outbound approach.



Ready to take control of your lead generation?

**Let's talk about getting you on the phone
with better prospects.**

If you're interested in learning more about how we can solve your lead generation problems, book a 1-on-1 planning session with our Director of Client Strategy to discuss your business, your sales process, and whether or not our LinkedIn Marketing Campaign Management Services would be a good fit for your needs.

[BOOK A CALL](#)