

How to follow up on intent signals

The Insights Hub gives you timely insight into campaign leads with buyer intent, which you can use to prioritize your accounts and increase the chances of arranging a sales appointment.

Securing an appointment requires a combination of email and phone follow-ups, which can take time and requires persistence. In this guide, we give you tips to help you maximize your chances of securing a meeting.

Key Tips

➤ **Treat this opportunity as a “cold call” but with confidence.** This is because you know your prospect is ‘in-market’ and you are aware of their buying intent.

➤ **Find a connection to your company.** Spend 5-10 minutes reviewing the Account Profiling details in the Insights Hub for the last interaction with the contact to help lead the conversation.

➤ **Don’t mention OneAffiniti or the browsing information of the prospect.** Instead, adjust your pitch to the purchase topics indicated by the intent data.

➤ **Introduce yourself and ask questions.** Start the call by introducing yourself, your company and the reason for your call. Name key pain points that your solution helps to solve and ask if these are true for your prospect.

➤ **Create a follow-up schedule.** It takes an average of 5-8 follow-ups to close a sale, so make sure to follow up with calls, emails and social.

Suggested approach & scripts

Step 1

You should begin by attempting to call the prospect. It may take a few call attempts before you get through.

Step 2

Send a follow-up email 24 hours after your first voicemail. This will assist with follow-up.

Step 3

If your prospect is not responding, then connect with them on LinkedIn one week after your first call.



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Step 1 Attempt to call the prospect



Voicemail

“Hi, this is **YOUR NAME** from **YOUR COMPANY**. I was reaching out today because I would like to discuss how **YOUR COMPANY** is helping companies like **PROSPECT'S COMPANY** accomplish **PURCHASE TOPIC**. Do you have 5 minutes at **TIME OPTION 1** or **TIME OPTION 2**? You can reach me at XXX-XXX-XXXX.”



Live Call

“Hi **PROSPECT'S NAME**, this is **YOUR NAME** calling from **YOUR COMPANY**. We've been consulting with a lot of companies trying to make smart decisions about **TECHNOLOGY CATEGORY**, including **PURCHASE TOPIC**. We've worked with many leading companies on addressing challenges like **PURCHASE TOPIC**. Are these also challenges for you?”

“Over the course of the next couple of weeks, we're giving presentations on the future of **TECHNOLOGY CATEGORY**. Would you be interested in one of our presentation teams dropping by your offices? What does your calendar look like for the next two weeks?”



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Step 2 Connect via email



Email Outreach

Hi PROSPECT'S NAME,

I'm reaching out today because I believe **YOUR COMPANY** is uniquely qualified to help you address challenges like **PURCHASE TOPIC, PURCHASE TOPIC** and **PURCHASE TOPIC**. Are these pain points you're experiencing with your **TECHNOLOGY CATEGORY** solution?

I was hoping to take just a few minutes to better understand your challenges and share some information about the future of **TECHNOLOGY CATEGORY**. Pick one of these 3 times tomorrow when you're free, and I will give you a call:

- **TIME OPTION 1**
- **TIME OPTION 2**
- **TIME OPTION 3**

Thank you,
SIGNATURE



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Step 3 Connect via LinkedIn



LinkedIn Inmail

Hi **PROSPECT'S NAME**,

Recently I have been speaking with other **PROSPECT'S ROLE** about how the capabilities of **VENDOR CONSIDERED/VENDOR INSTALLED** are not helping achieve **PURCHASE TOPIC** and **PURCHASE TOPIC**. Are these initiatives for you too?

I'd love to share insights on how we've helped accomplish these goals. Are you available for a quick chat this week?

Thank you,
SIGNATURE

Recommended Calendar

The follow-up calendar below will give you the best opportunity to secure a meeting:

	Mon	Tue	Weds	Thurs	Fri
Week 1	Day 1	Day 1	Day 1	Day 1	Day 1
Week 2	Day 6	Day 7	Day 8	Day 9	Day 10
Week 3	Day 11	Day 12	Day 13	Day 14	Day 15

