



DON'T PITCH IN YOUR OUTREACH!

Do that instead

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3 REASONS WHY PITCHING IN YOUR OUTREACH DOESN'T WORK

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- Prospects care about **themselves**, and your pitch is the last thing they want to hear
- A pitch has a very recognizable structure (visual and auditory), and without even reading or listening, a prospect will know you are pitching (and **ignore** the message)
- Pitching is something you **earn** after you build rapport. And building rapport involves asking questions and getting some answers

HERE'S WHAT TO DO INSTEAD

3-steps checklist



Approved by Devin Reed

1. FIND RELEVANT TRIGGERS

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- You need to be **relevant** when reaching out to prospects
- A great way to be relevant is to find and use triggers to show your prospects that you've done your **homework**
- Examples of triggers:
 - A **post** a prospect liked/commented on
 - A **visit** on your profile by a prospect (you need to build a strategy for that)
 - A **podcast interview** of your prospect

2. TEASE

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- We all **hate** hearing or reading a pitch
- Instead, **tease** your prospects with the following formula:

*“If you're into it, I have 2 tips to share on how to solve **x problem**.”*

- When you do that, you achieve two things:
 - You tease the **curiosity** of your prospect
 - You show your understanding of the prospect's **business problem**

3. FINISH WITH A SOFT CTA

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- Use a **soft CTA** like *"Are you interested in learning more about it?"*
- Go check Devin Reed's [blog post](#) about CTAs to know more about the science behind this formula

THE SALES DEVELOPMENT CHALLENGE

Create And Launch A Cold Outreach Sequence in 5 days

[Go to: saleslabs.io/sales-development-challenge](https://saleslabs.io/sales-development-challenge)

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