The BD Playbook Series

Part One: Outreach

SourceWhale x Hector

What to expect

Introduction

We've teamed up with Hector, the all-in-one training platform powered by current top performers, to bring you an exclusive 3-part series on mastering the art of Business Development (BD). Drawing insights from some of the best minds in the industry, we will cover the three key areas to success; Outreach, Personal Brand and Leveraging the Phone.

First up, how to craft powerful outreach strategies that grab attention, drive business growth and outshine your competition.

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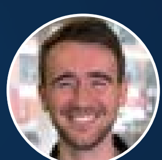
In combining our data with some of the best minds in the industry courtesy of Hector, we've been able to develop new key insights in to what's working in todays market. One thing is clear, a strongly structured outreach process is the foundation to any consistently successful billers approach. Thank you to Hishem, each of our fantastic contributors and our SourceWhale CS & Data teams for their work on this.



Dougie Loan
CRO at SourceWhale

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Recruitment is constantly changing, so what worked for recruiters last year is less effective this year, especially on the BD side. The best recruiters continuously try different methods, tactics, and strategies to stay focused on what’s working in the current market. Learn from some of our brilliant Mentors at Hector on what’s working for them today and how you can apply these insights to your strategy.

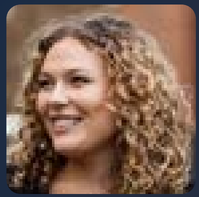
Hishem Azzouz
Founder at Hector

Meet the experts

The goal of this playbook is to let the experts and the data do the talking. We connected with several movers and shakers in the industry that have mastered their recruitment skills, asking them to discuss the key elements of a successful BD outreach strategy to supercharge results.

Lewis Gadsdon
Associate Director at
Wiser Elite

Vincent Boeckeler
Founder at
Baldur Connect



Lauren Langstaff-Roberts
Principal Consultant at
Stott and May

Kyle Gallagher
Founder at
This Is Prime

The winning formula for success

Each of these six steps play a key part in building the successful foundations of your BD outreach approach. The result? Better engagement, more meetings and higher revenue.

1 Personalisation
Tailor experiences to client needs

2 Multichannel
Connect through various channels

3 Multitouch
Engage via multiple touchpoints

4 Leading with purpose
Provide value at every stage

5 Be human
Add a personal touch

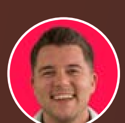
6 Data-driven approach
Make decisions based on insights

1 Personalisation

Personalisation is an incredibly powerful tool, especially in today's world. With a wealth of information at our fingertips, there is ample opportunity to explore and utilise it to your advantage. But keep it relevant. Speak to the client's current interests. When crafting your messages, make sure to leverage the following insights:

- Company details such as employee headcount, annual revenue and social links
- Knowledge of the competitive landscape
- Staying up-to-date with real-time news and market shifts to support a problem-led approach
- Keeping track of current job openings
- Being aware of investment details and funding information
- Interests, hobbies, recently attended events or webinars

> If you want to really connect with your target clients it's important to speak their language and understand their industry norms. Try sprinkling in some industry-related puns or reference market trends to add a unique touch to your message. Remove the typical 'Hi' in your subject line to really stand out. But above all, remember to focus on solving their problems and make sure your approach truly resonates with them. This can be a huge differentiator in your communication strategy.



Kyle Gallagher
Founder at This is Prime

1 Personalised and relevant subject line that may pique interest

2 Use of multiple custom variables

3 Relevant and tailored to the target client

4 Shows personality and humour

5 Low commitment CTA*

Subject line: Headingley Heroes (1)

(2) {{timeofDay}} {{firstName}}

Couldn't help but notice you're a cricket fan, bet you've been on the edge (3) of your seat during the Ashes!

(4) England once again relied on the heroics of a few, so I was glad to see {{company}} adding more superstars to the team... When it comes to superstars, Whale Recruitment specialises in headhunting 'Cup Winners'.

No big decisions, but would you be open to hearing a little more about how (5) we do it {{tomorrow}} or {{2 working days}}?

Best,
{{senderFirstName}}

Subject line: Ed-tech RSD

{{timeofDay}} {{firstName}}

(1) Noticed you've been hiring for a Regional Sales Director in the UK for your E-learning solution.

Given that the Ed-tech market is candidate short, it's no surprise you've been searching for a while.

(2) Whale Recruitment is currently representing an Ed-tech Regional Sales Director with experience selling to Fortune 100 companies.

Would it be a bad idea for me to share a little more on their background? (3)

Best
{{senderFirstName}}

*Low commitment CTA - a call to action which requires little effort from the person receiving the message to progress the conversation.

1 Problem-led approach

2 Solution-focused

3 Low commitment CTA*

2 Multichannel

It's crucial to employ a multichannel sequence for effective communication. This will set you apart from the competition, especially in a world dominated by email and enables you to engage the client where they are receptive.

1 Channel
3.75% conversion rate

3 Channels
7.94% conversion rate

59% of new meetings booked

Our data shows that the number of meetings booked almost doubles when using three channels as opposed to only one. We also found that over the last 12 months alone, 59% of new meetings booked were a result of using the phone alongside other touchpoints. Which goes to show the phone still plays a key part in successful BD activity!

> A multichannel sequence that uses numerous touchpoints is a must and the key is being persistent. Day 1 could be sending a LinkedIn request, day 2 a personalised message on LinkedIn, day 3 an email or a spec if they're recruiting etc. You need to work out what works best for you in your niche. We also use the 5x5x5 rule here, which is five minutes of research, five key insights and five minutes of writing the message. This means you spend no more than fifteen minutes per prospect and is a very successful strategy.

Lewis Gadsdon
Associate Director at Wiser Elite

3 Multitouch

We recommend aiming for a minimum of 8 touchpoints, combining persistence with consistency. When 8 steps have a 5x higher return vs 3 steps and 71% of conversations start from a follow-up, this is integral to your strategy if you want to drive revenue.

8 touchpoints minimum

71% of conversations start from a follow-up

> Don't forget those all-important follow-ups. It sounds so basic, but a lot of people don't have a robust process in place. This is where automation can play a massive advantage. Though make sure you don't just go for more volume as this is often the easy and obvious pathway to take. Instead, make sure automation gives you the opportunity to improve the quality of your outreach. By automating your outreach steps you can spend more time focusing on personalising your content across a variety of channels, rather than keeping track of who to reach out to and when.

Vincent Boeckeler
Founder at Baldur Connect

Example sequence

Outreach using calls, emails and LinkedIn for BD yields the highest returns. Our data suggests that incorporating a call as the third step leads to the highest conversion rate, following email and LinkedIn engagement.

4 Leading with purpose

The concept of "leading with purpose" is simple yet powerful. Recruiters who prioritise providing value to the individuals they engage with, rather than solely promoting themselves, are 73% more likely to book meetings than those who don't. Some examples of value-added content when adopting a "leading with purpose" approach include:

- Training and coaching programs
- Webinar/event invites
- One-pagers or best practice guides

> Give don't just take, I think that's key. Again, for recruiters, most of the time message content starts along the lines of 'Have you got any jobs? Are you recruiting? When are you recruiting?'. It's a lot of what's in it for me rather than what's in it for them. So I think one way that you can do that from an engagement piece is, ultimately you are a consultant. So share advice or best practices or an interesting report that you found, even if the client isn't recruiting, they will value that.

Kyle Gallagher
Founder at This is Prime

5 Be human

Add a personal touch to your outreach to drive higher client engagement. As well as phone calls, consider leveraging:

- Video testimonials from existing clients
- Voice notes & video messages
- LinkedIn recommendations & referrals
- Custom images & GIFs

These elements are a great way to stand out from you competitors and grab attention, particularly when we analysed over 21.8million pieces of outreach and only:

12.4% use a call step

2.5% use video

> Video outreach, it's like Marmite, some of us love it and some of us hate it but it can be one of the most personable ways to connect with your prospect. Before sending outreach, you need to think about the key inflection point and reason for reaching out. Funding round? Started a new role? Or simply just hiring? This is your why and what you want to explain in your video pretty early on. To help with the content in the video it's a good idea to write a script or film multiple takes to get a confident flow. Keep videos short, concise, and sweet, no longer than 1 minute MAX. Don't be afraid to show your personality, smile and if you make mistakes, keep them in – you are human and this will make it less robotic. The last and most important tip, enjoy it. It's a fun and creative way for cold outreach and you will be surprised with the amount of positive results – happy videoing!

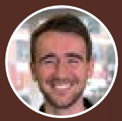
Lauren Langstaff-Roberts
Principal Consultant at Stott & May

6 Data-driven approach

Start measuring the performance of your outreach and refining and adapting your approach. To identify what works best in your niche track metrics like open, interest and reply rates and gauge which tactics drive the best results by A/B testing elements like:

- Subject lines
- Call to actions
- The best time of day to send messages
- The frequency between steps (this may differ depending on the channel)
- Which channels get the highest engagement

> As well as optimising your results, a data-backed approach can help you define who to target - your ideal customer profile (ICP). Start analysing opportunities you've worked on and ranking them based on the win rate and time-to-fill. Success leaves clues. What do your wins have in common? What do your losses have in common? This could be down to location, the size of the organisation, the type of role etc. Once you have a well-defined target market, based upon where you see the most success, use the data mentioned above to refine your approach to gain their attention.



Dougie Loan
CRO at SourceWhale

Key takeaways

To stay ahead of the competition, here are some actionable takeaways that you can put into practice right away to help keep clients engaged, close deals faster and have them coming back for more:

1. **Personalisation**
   Include 2+ custom variables for shorter messages and 4+ for longer ones

2. **Multichannel**
   Combine LinkedIn requests, LinkedIn follows, InMails, email, the phone – go meet them in person if you can!

3. **Multitouch**
   Use a minimum of 8 touchpoints (these can include 'softer' touches like a LinkedIn follow or connection request)

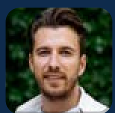
4. **Lead with purpose**
   Ask yourself, what problem am I solving? Share advice via resources, webinars/events, best practice guides etc.

5. **Be human**
   Showcase your personality using videos, referrals, voice notes, custom GIFs & images etc.

6. **Data-driven approach**
   Define your ICP (ideal customer profile)
   A/B test your message content

Our contributors

A big thanks to our expert contributors who have helped curate this powerful guide jam-packed with actionable takeaways and valuable insights for elevating your outreach.

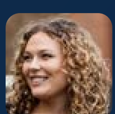


Lewis Gadsdon
Associate Director at Wiser Elite

Lewis kickstarted his recruitment career at 25 in 2016.
He hasn't looked back since, climbing the ranks to Associate Director at Wiser Elite, holding the top biller title back to back & becoming the best possible player manager he can there is so much we can learn from Lewis' journey.

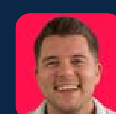
Vincent Boeckeler
Founder at Baldur Connect

Vincent has worked in recruitment since 2011 and has built technology teams and businesses in Germany, Sweden and the US. Before launching Baldur Connect, he was in the senior management of a well known international search agency and set up their first international office in Europe to help the business grow into the German and Nordic markets.



Lauren Langstaff-Roberts
Principal Consultant at Stott and May

Lauren is passionate about supporting and empowering women in tech sales and helping SaaS companies attract, support and retain female talent. Not only is she on a mission to change the tech industry for the better, but help SaaS businesses scale their GTM functions and top-tier industry professionals find their next role.



Kyle Gallagher
Founder at This Is Prime

Kyle and the team at Prime are responsible for helping organisations grow high-performing teams and in achieving sales excellence. The sales industry still sometimes has a negative stigma attached to it, Kyle is on a mission to change the perception of sales a make it a career of choice (not just something that people "fall" into!).

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Part Two: Personal Brand

Part Three: Leveraging the Phone

Contact SourceWhale

Contact Hector

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