






# Outbound Sales- Best Strategies and Tips to Build an Efficient Outbound Sales System

## WHAT IS OUTBOUND SALES?

Outbound sales is more traditional or classical way of selling where the salespeople proactively reach out to prospects and drive engagement.

Outbound sales involve sending out cold emails, which are simply the electronic counterpart of cold calls.

## Outbound Sales Process

- Identifying the target market 
- Researching for lead generation 
- Reaching out to and qualifying your leads 
- Making the sales call/ setting up a meeting 
- Closing the deal 

## Outbound Sales Strategy



- Build the sales team with care
- Encourage friendly competition
- Build detailed customer profiles
- Create a strong value proposition
- Focus on continuous lead generation
- Have a solid outreach strategy
- Automate the process

## Main Outbound Sales Activities

Lead generation

1

Pitching

3

Negotiation

5

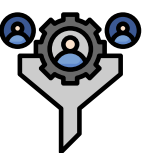
Gathering feedback

7

2 Research/ Discovery

4 Lead qualification

6 Closing the deal



## Outbound Sales Channels

- Cold calls
- Cold emails
- Social media
- Direct mail
- Targeted digital advertising



## Outbound Sales Metrics

- Sales cycle time
- Click through rate
- Cost per opportunity
- Call-to-close ratio

