

Masterclass Presentation - Mozes Growth Agency

Outbound Sales for SaaS Platforms

Accelerating pipeline velocity and enterprise acquisition for modern software companies.

Executive Summary

Core pillars of modern software outbound execution.

ICP Precision

Targeting high-intent accounts with surgical account mapping.

Multi-Channel

Combining email, phone, and social touchpoints seamlessly.

Pipeline Velocity

Shortening sales cycles through value-first discovery.

The SaaS Outbound Shift

Why traditional cold outreach no longer converts at scale.

1

Buyer Fatigue

Prospects receive hundreds of generic pitches daily.

2

Feature Saturation

Features commoditize fast; business outcomes win deals.

3

Committee Buying

Enterprise software sales now involve 6 to 10 stakeholders.

KEY TAKEAWAY

"Outbound is no longer a numbers game. It is a relevance game."

Defining the Ideal Customer Profile

Building the foundation of your outbound motion.

FIRMOGRAPHIC

Company Profile

Revenue size, employee headcount, tech stack footprint, and industry verticals.

BEHAVIORAL

Buying Signals

Recent executive hires, funding rounds, tech migrations, and job postings.

PSYCHOGRAPHIC

Pain Triggers

Operational bottlenecks, scaling challenges, and regulatory compliance pressures.

Market Sizing & Targeting

Focusing resources where yield is highest.

TOTAL ADDRESSABLE MARKET

\$5.2B

Global market demand for software category solution.

SERVICEABLE ADDRESSABLE MARKET

\$1.2B

Segment matching your core geographical and product fit.

SERVICEABLE OBTAINABLE MARKET

\$150M

Realistic capture target for Year 1–3 outbound operations.

Account Intelligence & Sourcing

Leveraging modern data providers and scrapers.

Technographic Data

Identify competitor usage or legacy tool installations.

Data Enrichment

Ensure direct-dial phone accuracy and verified corporate emails.

Intent Data Providers

Track G2 reviews, topic research, and content consumption spikes.

Org Chart Mapping

Pinpoint economic buyers, champions, and technical evaluators.

Buyer Persona Mapping

Tailoring messaging to distinct enterprise stakeholders.

ECONOMIC BUYER

CFO / CEO

Focuses on ROI, cost consolidation, revenue acceleration, and risk mitigation.

CHAMPION

VP / Director

Focuses on team productivity, eliminating manual work, and hitting department goals.

EVALUATOR

Tech Lead

Focuses on API documentation, security compliance, scalability, and integration ease.

Multi-Channel Sequence Strategy

Orchestrating touchpoints across a 21-day cadence.

Day 1 – 3

Initial Impact

Custom personalized email + LinkedIn profile view and soft connect request.

Day 4 – 8

Phone & Value

First cold call attempt + email follow-up sharing a relevant case study.

Day 9 – 14

Social Proof

LinkedIn voice note / message + second phone call with alternative angle.

Day 15 – 21

Breakup & Pivot

Breakup email, final phone push, or referral ask to peer stakeholder.

Anatomy of a High-Converting Email

Keeping copy concise, relevant, and friction-free.

EXAMPLE SUBJECT LINE

Quick question about [Company]'s billing pipeline

BODY FRAMEWORK

Hi [Name], noticed you're scaling your sales engineering team. Most VP Sales struggle with demo drop-offs. We helped [Peer Company] cut drop-offs by 35% using instant interactive previews. Open to a 10-min look next Tuesday?

Under 75 Words

Respect the prospect's time with lightning-fast readability.

Low-Friction CTA

Ask for interest ("Open to seeing how?") rather than scheduling a specific time.

Cold Calling Mastery in SaaS

Capturing attention in the first 15 seconds.

PATTERN INTERRUPT

Permission Opener

"Hi [Name], I caught you out of the blue. Do you mind if I take 30 seconds to explain why I called, and you can tell me if it's relevant?"

REASON FOR CALLING

Trigger Hook

Reference a specific company milestone, tech stack addition, or recent industry regulatory shift.

THE PIVOT

Value Question

"Typically when companies hit X scale, Y breaks. How are you currently managing that challenge?"

PHASE II

Execution & Technology

The Modern Outbound Tech Stack

Tools required to power high-velocity pipeline creation.

Data & Sourcing

ZoomInfo, Apollo, LinkedIn Sales Navigator for lead lists.

Engagement

Outreach, Salesloft, or Lemlist for multi-channel sequencing.

Dialers & AI

Orum, Kixie, and Gong for conversation intelligence.

Email Deliverability & Domain Health

Protecting your sending reputation to avoid the spam folder.

Authentication Protocols

Strictly configure SPF, DKIM, and DMARC records.

Secondary Domains

Run outbound campaigns on lookalike domains to protect your core brand.

Warmup Networks

Use automated email warmup tools to build positive sender reputation.

Bounce Rate Monitoring

Keep hard bounce rates below 2% at all times.

AI Personalization at Scale

Leveraging LLMs to craft hyper-relevant opening lines.

Trigger Scraping

Automatically ingest prospect company blog posts, podcasts, and earnings calls.

Prompt Engineering

Feed structured company context into LLMs to generate 1-sentence custom hooks.

Human Review

Ensure quality control by having SDRs review AI-generated lines before sending.

Social Selling via LinkedIn

Building executive presence and warm rapport.

Profile Optimization

Transform SDR profiles from resumes into client-centric landing pages.

Engaging Content

Comment thoughtfully on target account posts prior to pitching.

SOCIAL RULE

"Never pitch in the connection request. Build familiarity first."

Handling Common Outbound Objections

Turning friction into productive conversation.

OBJECTION

"We built it in-house"

"Totally understand. Most teams do initially. The challenge usually comes in maintenance overhead. Worth seeing how we handle edge cases?"

OBJECTION

"Send me more info"

"Happy to. To make sure I send what's relevant, what specific challenge were you hoping to solve first?"

OBJECTION

"Bad timing / Budget"

"Understood. When is your fiscal planning cycle? Let's reconnect right before then."

PHASE III

Team Structure & Metrics

SDR & AE Specialization

Dividing the sales motion for optimal focus and scale.

SALES DEVELOPMENT REP

SDR Focus

- Outbound prospecting & list building
- Multi-channel sequence execution
- Initial qualification & discovery call booking

ACCOUNT EXECUTIVE

AE Focus

- Deep technical product demos
- Solution design & proof of concept
- Negotiation, legal closing & contract signing

Core Outbound KPIs

The vital dashboard for outbound performance tracking.

45%+

Open Rate

Indicator of subject line relevance.

8%+

Reply Rate

Indicator of message resonance.

3–5%

Positive Convert

Booked meetings from total contacted.

SDR Compensation Design

Aligning team incentives with pipeline quality and revenue.

Meetings Booked vs Held

Tie bonus payouts to meetings that actually occur and meet ICP criteria.

Pipeline Generated

Incentivize top-of-funnel conversion into qualified pipeline value.

GOLDEN RULE

"Reward quality over quantity. Avoid paying for ghost meetings."

PHASE IV

Scaling & Optimization

Outbound A/B Testing Framework

Continuously refining copy and targeting variables.

VARIABLE 1

Subject Lines

Test question-based vs. direct outcome-based hooks.

VARIABLE 2

Call to Action

Test calendar link vs. soft interest question ("Open to a look?").

VARIABLE 3

Personalization Depth

Compare 100% manual research vs. AI-generated custom hooks.

Sales & Marketing Smarketing

Bridging outbound campaigns with inbound content.

Content Retargeting

Share recent white papers or ROI calculators in sequence touch 3.

Event Invites

Use exclusive webinars as a low-friction outbound invite angle.

SYNERGY

**"Outbound brings the horse to water;
marketing builds the thirst."**

Transitioning to ABX

Moving from individual leads to multi-threading tier-1 accounts.

Tier 1: 1-to-1

Fully custom research, executive gifting, and tailored microsites for top 50 target accounts.

Tier 2: 1-to-Few

Segmented campaigns tailored to specific sub-industries or tech stacks.

Tier 3: 1-to-Many

Automated programmatic sequences scaled across broader ICP lists.

Continuous Sales Coaching

Leveraging conversation intelligence for weekly skill growth.

Call Audits

Review weekly cold call recordings with team members to spot tone and objection gaps.

Peer Roleplay

Simulate tough gatekeeper and CFO objections during weekly standups.

COACHING FOCUS

"Great outbound reps are built through relentless reps and feedback."

Common Outbound Pitfalls

Mistakes that derail SaaS pipeline growth.

Pitching Too Early

Leading with product features before uncovering operational pain points.

Ignoring Data Hygiene

Sending campaigns to outdated contacts resulting in burned domains.

Giving Up Too Soon

Stopping sequences after 2 touch points instead of committing to 21 days.

The Future of SaaS Outbound

Emerging trends shaping go-to-market motions.

Autonomous Agents

AI agents handling initial research and trigger-based drafting.

Video Prospecting

Hyper-personalized Loom videos for enterprise tier-1 accounts.

PERSPECTIVE

"Technology automates the mundane so humans can build genuine trust."

Outbound Launch Checklist

Essential steps before pushing your first campaign live.

Step 1

ICP Lock

Verify firmographic and persona parameters.

Step 2

DNS Setup

Configure SPF, DKIM, DMARC & warmup.

Step 3

Messaging

Draft 3-step value-first sequences.

Step 4

Pilot Test

Run test batch of 100 accounts.

Summary & Takeaways

Core principles for predictable SaaS revenue growth.

Precision over Volume

Target fewer accounts with higher research and relevance.

Multi-Channel Discipline

Combine email, phone, and social touchpoints into coherent cadences.

Continuous Iteration

A/B test messaging and coach reps weekly to maximize conversion.

THANK YOU

Questions & Discussion

Let's build your outbound engine and scale your SaaS revenue pipeline.

