

# The future of social selling is AI lead generation



# Our track record

**13M+**

LinkedIn connections  
generated through  
platform

**20  
TO 30%**

avg LinkedIn  
connection rate

**10%**

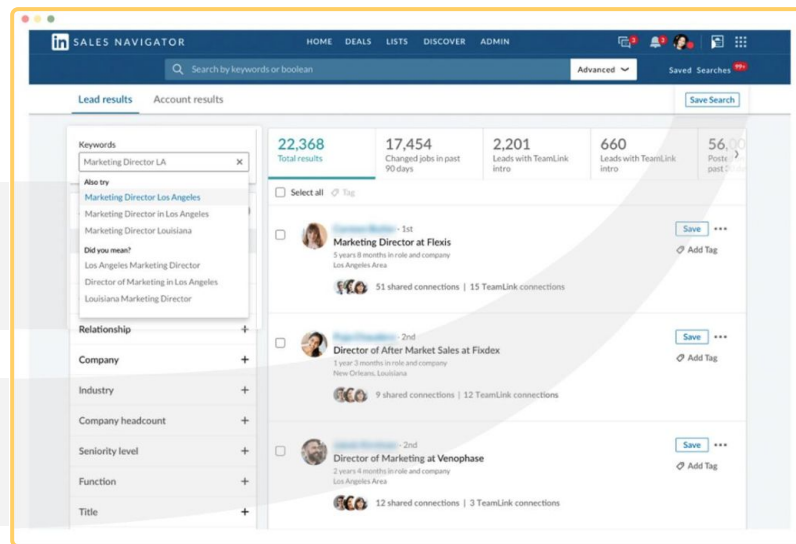
avg **reply rate** with  
active LinkedIn  
leads

# The Power of LinkedIn Lead Generation

Your digital rolodex to over  
**1 BILLION** prospects.

Leverage LinkedIn's platform to target the exact prospects you're looking for.

Save your search lists and export thousands of prospects.



# Your intelligent sales funnel.

## Without

8 Hours Sorting

8 Hours  
Individual Replies

30 min/day  
Individual Replies

**25 hrs/month  
manually driven**

**500**  
LinkedIn prospects

**150**  
connections made

**15**  
qualified conversations

**5+**  
meetings booked

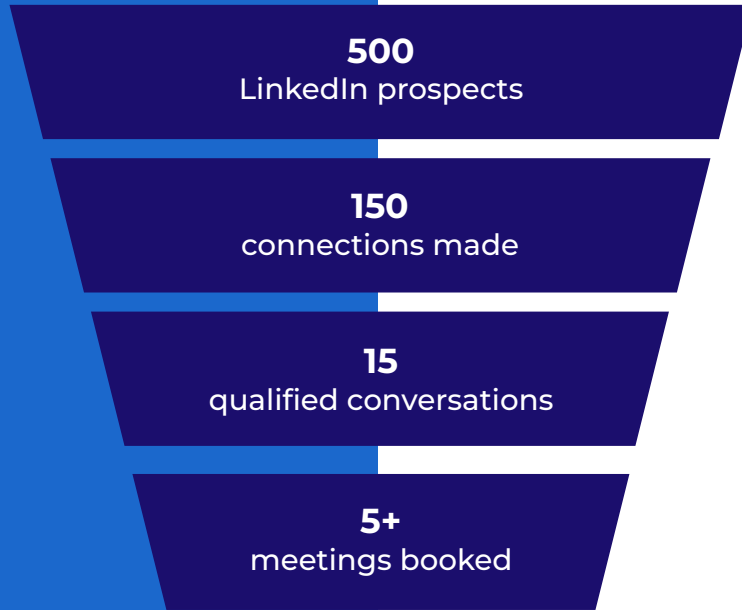
## With us

AI Automated

Automated  
Message Templates

10 min/day  
AI Messaging

**4 hrs/month  
with us**



# Quality Lead Generation

Going **beyond** LinkedIn Sales Navigator, with reply prediction.

Based off of positive outcomes in our database, our AI software analyzes every lead's linkedin profile - **taking automation to the next level with lead scoring.**

Search lists are used to help find your ideal target audience. Create a search URL on LinkedIn Sales Navigator to capture prospects for this campaign.

Dave's Search URL

Current search URL (Last updated 8/26/2022)

If you have previously sent invites to were not collected

Prospects that show a higher likelihood of reply are surfaced at the top of your search list. Invites are prioritized to them first.

	Reply Prediction AI	Actions
y	70% LIKELY	Stop automati
ty Solutions	68% LIKELY	Stop automati

Prospects that show a higher likelihood of reply are surfaced at the top of your search list. Invites are prioritized to them first.

Current company	Reply Prediction AI	Actions
Adam.com	70% LIKELY	Stop automation
Amida Technology Solutions	68% LIKELY	Stop automation
BuildZoom	67% LIKELY	Stop automation
AdSite	62% LIKELY	Stop automation
ry Le CleanHealthCosts	60% LIKELY	Stop automation
ASC Partners	59% LIKELY	Stop automation
American Red Ball Movers	55% LIKELY	Stop automation
Adaptive	48% LIKELY	Stop automation
Good Burger	32% LIKELY	Stop automation
Umbrella Corporation	20% LIKELY	Stop automation

Brooklyn Simmons Marketing Coordinator

Theresa Webb Dog Trainer

1 2 3 4 5 >

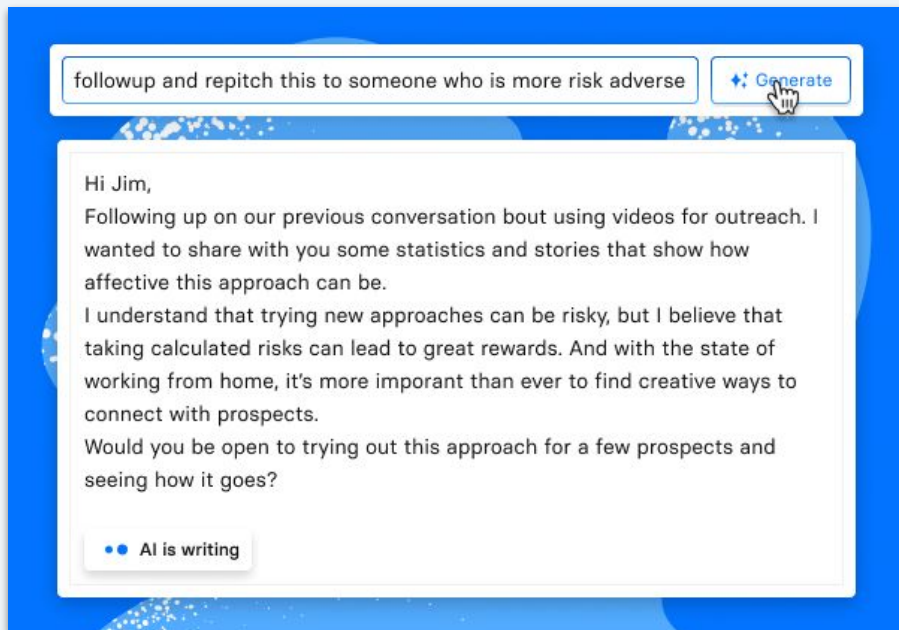
# Reply Management

Sales calls **made easy**  
with our team + AI

Service & tooling that helps you  
effortlessly progress your funnel.

**Our Team:** Our social selling techniques  
and support that books you meetings.


**Smart Reply:** Our message generator that  
creates personalized messages in seconds.




# Prospect Insights

**Done for you** prospect research, helping you run meetings like a pro.


Integrated AI **pulls lead insights for you**, informing you how best to communicate so you're meeting runs smoothly.

 This insight report is generated using an Ocean Assessment methodology, assessing the data points available from the prospect's LinkedIn profile and publicly available data.

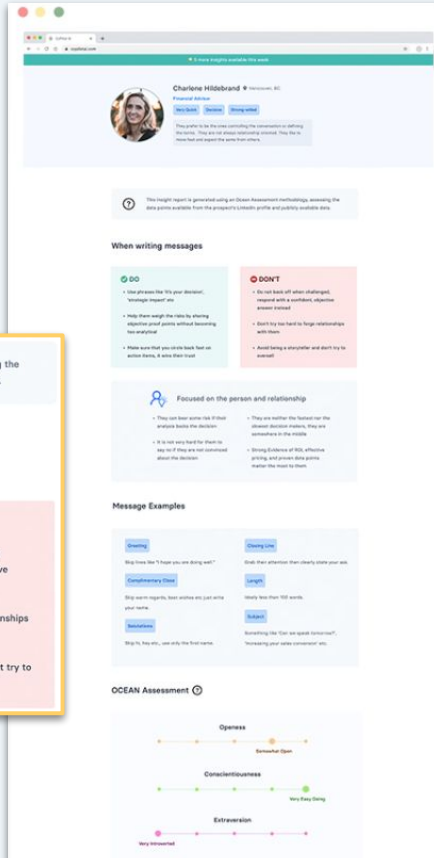
### When writing messages

 **DO**

- Use phrases like 'It's your decision', 'strategic impact' etc
- Help them weigh the risks by sharing objective proof points without becoming too analytical
- Make sure that you circle back fast on action items, it wins their trust

 **DON'T**


- Do not back off when challenged, respond with a confident, objective answer instead
- Don't try too hard to forge relationships with them
- Avoid being a storyteller and don't try to oversell




**Charlene Hildebrand** • Vancouver, BC  
Personal Website  
[View profile](#) [View website](#)

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 **Focused on the person and relationship**

- They can lean into the idea of a strategic decision-making, they are someone in the middle
- They are neither the hardest nor the easiest decision maker, they are someone in the middle
- Strong evidence of skills, effective pricing and proven data points make this most to them

### Message Examples

**Opening**

Hi! I'm [Name], I hope you are doing well?

**Complimentary Close**

Best regards, [Name]

**Signature**

[Name], [Title], [Company]

**Opening**

Hi! I'm [Name], I hope you are doing well?

**Complimentary Close**

Best regards, [Name]

**Signature**

[Name], [Title], [Company]

### OCEAN Assessment

**Openness**

Extremely Open

**Conscientiousness**

Very Easy Going

**Extraversion**

Very Introverted

# How we prospect

Our tested program to help you become a LinkedIn lead-gen pro.

## 1 TARGET

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- Identify your ideal audiences
- Generate targeted search lists
- Create your campaign strategy

## 2 CONNECT

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- Refine campaign messaging
- Connect you with leads
- Support lead progression<sup>1</sup>
- Book you meetings<sup>1</sup>

<sup>1</sup> Within our premium plan

## 3 SCALE

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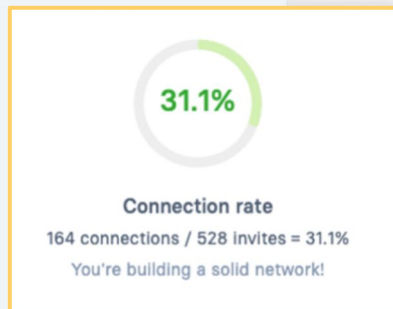
- Analyze performance insights
- Optimize your outreach
- Scale your campaign strategy
- Tailored social selling advice
- Reflect LinkedIn sales training



# Sales Reporting

Stay on track with individual **sales insights**.

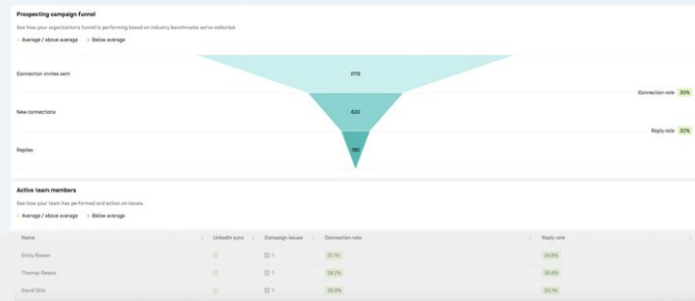
Your crucial look into a campaigns performance. Adjust and adapt to tighten outreach and hit your sales goals.



# Teams Reporting

**Funnel insights** into your entire team's performance.

Analyze which outreach strategy is most efficient and where the issues are within your teams prospecting.



## Active team members

See how your team has performed and action on issues.

Average / above average   Below average

Name	LinkedIn sync	Campaign issues	Connection rate	Reply rate
Emily Rowan	02	02 1	31.1%	34.8%
Thomas Reasor	02	02 1	28.2%	35.6%
David Shin	02	02 1	26.9%	33.1%
Laura Sanchez	02	02 1	33.1%	18.9%

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**Get in touch with us at**



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