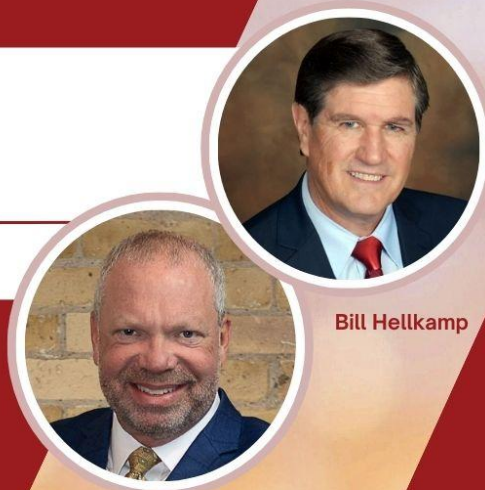


WINNING AT SELLING PODCAST

What Salespeople Need to Know About Selling

Creative B2B Prospecting Ideas Episode 691



Bill Hellkamp

Scott 'Professor' Plum

Here are several **creative and effective ways to prospect new B2B customers** in today's evolving market environment. Each approach blends modern tools with relationship-building strategies to help you stand out and generate quality leads.

1. Leverage LinkedIn for Social Selling

- **Advanced Search Filters:** Use LinkedIn Sales Navigator to target decision-makers by industry, company size, and recent job changes.
- **Content-Driven Outreach:** Share thought leadership content (short videos, case studies, industry insights) to attract engagement before initiating direct messages.
- **Warm Introductions:** Identify shared connections who can provide introductions instead of sending cold messages.

2. Host Micro-Events or Roundtables

- **Virtual Roundtables:** Invite a select group of industry leaders to discuss emerging trends. Position yourself as a connector rather than a seller.
- **Exclusive Webinars:** Offer niche content, such as “hidden challenges in [industry]” or “how to reduce costs in 2025,” to attract qualified prospects.
- **Hybrid Meetups:** Small, invite-only dinners or workshops create intimate settings for deeper relationship building.

3. Create Value-First Campaigns

- **Free Assessments or Audits:** Provide a complimentary “health check” of a prospect’s processes (e.g., marketing ROI audit, cybersecurity risk scan).
- **Industry Reports & Benchmarking:** Develop unique research or surveys and offer the results as a lead magnet.
- **Personalized Video Outreach:** Instead of a generic email, record a 30-second personalized video addressing a specific pain point.

4. Use AI and Data Intelligence

- **Intent Data Platforms:** Tools like ZoomInfo, 6sense, or Bombora can show which companies are actively researching solutions like yours.
- **Predictive Analytics:** Analyze your best existing customers to identify lookalike prospects.
- **CRM Automation:** Use AI to score leads and trigger tailored follow-ups based on behavior (e.g., email opens, site visits).

5. Strategic Partnerships & Co-Marketing

- **Non-Competing Partnerships:** Team up with complementary businesses to share customer bases. For example, a software company might co-host an event with a consulting firm.
- **Industry Associations:** Sponsor niche trade groups or professional networks to gain credibility and access to curated audiences.
- **Referral Networks:** Incentivize current clients or partners to introduce you to other companies.

6. Hyper-Personalized Outreach

- **Trigger-Based Messaging:** Monitor signals like funding announcements, product launches, or leadership changes to reach out at the perfect time.
- **Customized Demos:** Tailor a demo around a prospect’s publicly available data (e.g., using their own website or recent financial report).
- **Gift-Driven Prospecting:** Send thoughtful, industry-relevant items with a handwritten note to spark conversation.

7. Thought Leadership & Content Marketing

- **Podcasts or Video Series:** Interview industry experts and invite prospects as guests to showcase their expertise while building rapport.
- **Industry Guides & Playbooks:** Provide actionable strategies or templates that address key challenges.
- **Case Studies & Customer Stories:** Highlight real-world ROI to make your outreach more credible and less “salesy.”

8. Engage in Niche Communities

- **Slack/Discord Groups:** Participate in professional online communities where decision-makers exchange ideas.
- **Specialized Forums:** Sites like Reddit (industry subreddits) or industry-specific platforms can reveal prospects before they’re on the radar of competitors.
- **Local Business Events:** Even in a digital-first world, in-person networking at niche expos or business breakfasts is still powerful.

Key Takeaways

- **Quality Over Quantity:** Focus on smaller, more personalized campaigns rather than high-volume cold outreach.
- **Timing Matters:** Use real-time market intelligence (funding rounds, hiring spikes, press releases) to reach out when prospects are most receptive.
- **Human + Digital:** Combine automation for efficiency with authentic human touches to build trust.

Go out and get better, 1 skill at a time. Joyful Selling!

Bill Hellkamp, Co-Host 612-247-1455 bill.hellkamp@reachdev.com	Scott Plum, Co-Host 612-789-5700 scott.plum@mnsales.com
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