



SALES PLAYBOOK

WHAT MAKES US DIFFERENT

OTHER PLAYBOOKS



Too much focus on
product features

Cosmic Growth's PLAYBOOK



Focused on **customer's**
problems & benefits



IDEAL CUSTOMER PROFILE

An overview of our ideal customers

IDEAL CUSTOMER PROFILE SEGMENT 1



Software & Technology



**Sales leaders, Marketing leaders,
Founders/CEOs**



Over \$3M
or Series A-D



30-500 employees



**USA, Canada, Europe, Australia,
Singapore, UAE**

IDEAL CUSTOMER PROFILE SEGMENT 2



Corporate Real Estate

Market Leaders, Principals,
Presidents, Sales Enablement
Leaders

Over \$3M

**Minimum of 5 brokers proactively
selling in their office**

USA, Canada, Europe, Australia,
Singapore, UAE

IDEAL CUSTOMER PROFILE SEGMENT 3



INDUSTRY

Professional Services



PERSONA

Sales leaders, Operations leaders,
Founders/CEOs



REVENUE

Over \$3M



NO. OF EMPLOYEES

50+ employees



LOCATION

USA, Canada, Europe, Australia,
Singapore, UAE

IDEAL CUSTOMER PROFILE SEGMENT 4



INDUSTRY

**Traditional Businesses With
Old Models of Selling**

(e.g Insurance, Wealth Management)



PERSONA

**Market Leaders, Principals,
Presidents, Sales Enablement
Leaders**



REVENUE

Over \$3M



NO. OF EMPLOYEES

30 to enterprise

(tens of thousands)



LOCATION

**USA, Canada, Europe, Australia,
Singapore, UAE**



TRIGGERS & PROSPECTING

How to reach out to prospects with purpose

OBSERVATIONS & TRIGGERS

The first thing someone thinks when you reach out to them is “why is this person contacting me?” Triggers are compelling events that are happening at a company or with a lead that means it may be good timing to speak to them and help answer “why” you are contacting them.





COMPANY OBSERVATIONS

- Company is hiring sales reps - they want to help them hit target and be fulfilled in their role so they don't move on
- Company has grown its sales team headcount in the last year
- Company is using sales tech like Gong, HubSpot, SalesLoft, Outreach but don't want the team to become robots with it



PERSONAL OBSERVATIONS

- Lead is posting content on LinkedIn
- Lead is new in the role or has recently been promoted
- Lead is talking at a webinar or an event
- Lead has recently received an award/recognition

OUTREACH GUIDELINE: COMPANY TRIGGERS

COMPELLING EVENT	CHALLENGE OR GOAL	CUSTOMIZED INTRO
Company is hiring salespeople	Takes time and hard to find top talent. SDRs churn as it's a tough job or they move to a competitor. Having solid training when they onboard is not easy	Hi (first name), notice (company name) is recruiting a number of sales development reps. Interested in receiving a guide on top tips for hiring the best reps?
Company has grown its sales team headcount in the last year	Difficult to quickly train and onboard a number of new reps	(first name), notice you've hired a number of new sales reps this year. Something many sales leaders struggle with when growing so fast is quickly ramping them for success. Of the sales team members you've hired in this past year, how many were ramped and productive within 3 months?
Company is using a sales engagement tool like SalesLoft, Outreach or FrontSpin	May not be getting most from the tool as they're unsure of best practices and salespeople become robots because of it	(first name), see you're using SalesLoft as part of your sales development process. How are you ensuring you and your team are making the most of it?

OUTREACH GUIDELINE: PERSONAL TRIGGERS

COMPELLING EVENT	CHALLENGE OR GOAL	CUSTOMIZED INTRO
Lead regularly posts content on LinkedIn/is speaking at an event/webinar	Customise outreach to the content or event	Sarah, enjoyed your recent podcast with HubSpot on sales and marketing alignment. (point XYZ seems especially relevant now with the increase of automated outreach.) How aligned would you say your team is at (company name)?
Lead is new in their role	Will be looking to make a quick impact	(first name), see you're new in the role as (job title) at (company name). Wishing you all the best in digging through all the spam messages from people who will be desperate to pitch to you while you're fresh at the company... How have your first few weeks been?
Lead has recently received an award/recognition	Customise outreach to recognition	(first name), saw you were named as a top 10 sales influencer by (Company Name). I always enjoy when you write about (relevant topic). How are you ensuring your team can learn from your knowledge at (Company Name)?



PERSONA SEGMENTATION

How to identify the best prospects



Prince Charles

- Male
- Born in 1948
- Raised in the UK
- Married twice
- Lives in a castle
- Wealthy & famous



Ozzy Osbourne

- Male
- Born in 1948
- Raised in the UK
- Married twice
- Lives in a castle
- Wealthy & famous

* Personas shouldn't be about demographics.
Personas should be about the problems &
challenges people face.

PERSONA 1:

SALES LEADER

Decision Makers:

VPs, Directors, Heads of

Title examples:

VP of Sales, Director of Business Development, Head of Outbound



Example:

Mike Sheridan, CRO at Inbox Health

MATERIAL GOALS & CHALLENGES



Example:
Mike Sheridan, CRO at Inbox Health

- Grow revenue year on year. Median B2B SaaS annual revenue growth: 28.3% in 2025 - (*Lighter Capital*)
- Ensure they and their team hit targets and grow sales. In 2025, only 60% of SDRs hit quota, the lowest rate recorded in The Bridge Group's benchmark.
- Earn more commission. Can make up to ~50% more than salary with their on-target earnings - (*CaptivateIQ*)
- Grow the team with great people who will last - Average B2B reps take 3 months to ramp - (*Bridge Group*)
- Increase their team's satisfaction - 31% of B2B sales reps say staying motivated is increasingly difficult - (*SalesFuel*)
- Increase revenue share from new channels and markets

SPIRITUAL GOALS & CHALLENGES



Example:
Mike Sheridan, CRO at Inbox Health

- Feel constant pressure to perform and prove results
- Frustrated by poor alignment between sales, marketing, and other departments
- Can be hard to ensure their team are happy and that they can see opportunities at the company
- Pains them to see best reps being stolen by competitors. SDR attrition was 40% in 2025 - *Bridge Group*
- Frustrated they're getting too involved in the detail and not on empowering their team
- Often get the blame if a deal doesn't immediately succeed



Example:
Flo Broderick, Carto

PERSONA 2: MARKETING LEADER

Decision Makers:

VPs, Directors, Heads of

Title examples:

VP of Marketing, CMO, Head of Marketing



Example:
Flo Broderick, Carto

MATERIAL GOALS & CHALLENGES

- Conversion rates currently low as sales team give up easily or don't understand marketing campaigns. 55% of cold callers make 3-5 attempts before moving on from a prospect - (*Hubspot*)
- Produce clear ROI from marketing campaigns. 64% of marketing leaders say that “demonstrating the impact of marketing actions on financial outcomes” is challenging - (*The CMO Survey*)
- Increase number and quality of leads generated
- Increase revenue share from marketing
- Better align sales and marketing



Example:
Flo Broderick, Carto

SPIRITUAL GOALS & CHALLENGES

- Annoyed sales team don't appreciate their content, don't use it and/or don't understand it
- Demotivated by misalignment with sales
- Constant headache to organize and update content so all departments understand it
- Upset they're not credited for success of marketing campaigns yet are blamed if one goes wrong
- Worried about managing the business development team as outbound is not their area of expertise (*if this falls in their remit*)



PERSONA 3: CEO/FOUNDER

Title examples:

President, CEO, Founder, Co-founder,
Managing Director

Example:
Aurelien Mottier, MemoryBlue



Example:
Aurelien Mottier, MemoryBlue

MATERIAL GOALS & CHALLENGES

- Year on year growth. The sales outsourcing market is growing at roughly 9–10% annually - (*B2B Sales Outsourcing Services Market*)
- Being cash flow positive as a business and bring in funding. Only about $\frac{1}{3}$ of private B2B SaaS firms are cash-flow positive - (*Lighter Capital*)
- Increase customer satisfaction and retention rate. 68% of agencies lost clients in the previous year - (*Agency Management Institute*)
- Increase employee satisfaction and retention. SDR attrition was 40% in 2025 - (*Bridge Group*)
- Consistent results and pipeline from sales team



Example:
Aurelien Mottier, MemoryBlue

SPIRITUAL GOALS & CHALLENGES

- Constant struggle to keep team and departments aligned and happy
- Feels pressure to deliver quick client results which often take time to establish
- Boggled down in sales too much and therefore not having the time to empower their team
- Afraid of client and employee churn which is always a risk in the sales outsourcing world
- Frustrated that they're not able to focus on mission and strategy enough as they're getting pulled into the weeds in different departments

PERSONA 4:

SALES ENABLEMENT

INFLUENCER

Title examples:

VP/Head of Sales Enablement; Sales Enablement Manager; Head of Sales Operations



Example:
Jessy Lane, Director of Sales Enablement,
JLL

MATERIAL GOALS & CHALLENGES



Example:
Jessy Lane, Director of Sales Enablement,
JLL

- Do what they can to help the sales team hit targets and quota. In 2025, only 60% of SDRs hit quota, the lowest rate recorded in The Bridge Group's benchmark.
- Put together a solid sales tech stack that helps the team be more productive and successful. Nearly 6 in 10 businesses struggle to turn technology investment into results - (*Grant Thornton*)
- Help the sales team develop skills and tactics to be more productive and successful.
- Lead training/enablement initiatives that provide a clear return on investment for the business
- Provide a link between sales and marketing so sales reps stay on message in their outreach
- Drive adoption of sales enablement/marketing content

SPIRITUAL GOALS & CHALLENGES



Example:
Jessy Lane, Director of Sales Enablement,
JLL

- Feel responsible to help reps grow and flourish in the business
- Annoyed that sellers with big egos aren't willing to adopt new initiatives. They're stuck in their ways
- Not always taken seriously by sales and/or marketing, who may be reluctant to share the credit for performance
- Struggling to strike the right balance with technology: providing tools that help the team without overwhelming them with too many non-revenue-generating tasks
- Frustrated that some people don't appreciate their role as sales enablement is still a fairly new function to some businesses/leaders
- May feel some insecurity around external consultants being brought in on "their patch"

PERSONA 5:

REVOPS

INFLUENCER

Title examples:

VP/Head of Revenue Operations; RevOps
Manager; Head of Revenue Operations;
Revenue Optimization; Revenue Intelligence



Example:

Lisa Kilganon, Senior Manager, Global
Partner Operations, Uberall

MATERIAL GOALS & CHALLENGES



Example:

Lisa Kilganon, Senior Manager, Global
Partner Operations, Uberall

- Do what they can to help the sales team hit its targets and quota. In 2025, only 60% of SDRs hit quota, the lowest rate recorded in The Bridge Group's benchmark.
- Use data to inform decision-making, measure performance, and identify areas for improvement. Nearly half of marketing data used for business decisions is incomplete, inaccurate, or outdated - (*Adverity*)
- Strike a balance in how they measure performance - do they look at activity or results? There are positives and negatives to each option.
- Setting targets at the appropriate level can be difficult, as markets are changing all the time so you don't always know where to set the baseline.

SPIRITUAL GOALS & CHALLENGES



Example:

Lisa Kilganon, Senior Manager, Global
Partner Operations, Uberall

- Struggling to get the most from data and tech as team aren't using it properly
- Frustrated that a revenue leader asks them to build a dashboard and continually changes their priorities
- Continually fighting to get the sales team to update the CRM which leads to inaccurate forecasting
- Constant frustration that tools, techniques or analysis is not used or taken seriously by sales/marketing
- A constant battle to provide the leaders and team with the info they need, whilst not drowning them in data
- Frustrated that some people don't appreciate their role as RevOps is still a fairly new function to some businesses/leaders



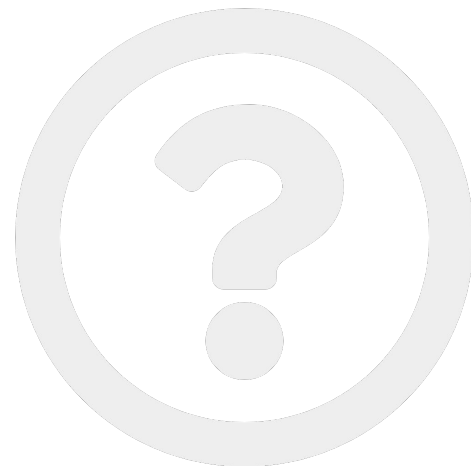
PROBING QUESTIONS

How to ask open ended questions to uncover
your buyer's challenges

WHAT OPEN ENDED QUESTION CAN YOU ASK?

That can help uncover the challenges of your buyers relevant to your service?

Open ended questions rather than yes or no questions help open up your prospect more and get more info out of them. These can be used both on cold calls and discovery calls



QUESTIONS ABOUT THEIR SALES TEAM

- Around 40% of employees don't believe in their company's long-term goals. How are you assessing if your sales team believe in the company's mission so they believe in what they sell?
- SDR attrition was 40% in 2025. How are you keeping your sales team happy so they're not poached by competitors or want to move into a different role?
- On average it takes SDRs 3 months to ramp. How long does it take you to train and onboard new sales people?
- How are you ensuring top reps don't want to become AEs too soon?

QUESTIONS ABOUT THEIR PROCESS

- A typical SDR cadence consists of around 8-10 touches but we've seen maximum results come from 14-20. How many touch points do you use in your cadences?
- Fear of cold calling is often an SDRs biggest challenge. Do any of your SDRs have call reluctance?
- The volume of spray and pray outreach continues to increase daily. How are you ensuring your sales messaging is relevant and personalised to your prospects?
- What sales channels are you using at (company name) to generate consistent pipeline?

QUESTIONS ABOUT THEIR GOALS & TARGET OUTCOMES

- Only 60% of sales reps hit target in 2025. What are your quarterly or monthly targets for your sales team?
- How close are they to achieving them?
- Aside from commission and salary, what else is important to your team?
- Have you run successful outbound programs at (company name) in the past?



OUTREACH GUIDELINES

Compelling, relevant messaging to generate curiosity

OUTREACH GUIDELINE: SALES LEADERS HIRING SDRS

*Throughout these slides always choose the most relevant customer story to the company you're targeting

CHALLENGE OR GOAL	PROBING QUESTION	VALUE PROPOSITION / POSITIONING STATEMENT
Time it takes to on board and train new sales people and attrition rate after all that work	The average SDR attrition rate was 40% in 2025 which is frustrating for any sales leader and then it usually takes 3 months to ramp a new SDR effectively wasting a lot of time and resources. What's your current training process for onboarding new hires and keeping them happy?	Macrobond were looking looking to both improve the training of their existing team, but also effectively onboard a 50% increase in new sales hires. Thanks to their work with Cosmic Growth, they halved sales onboarding time, shortened the process of figuring out who is going to be a great fit and who might struggle, and sales leadership had a huge burden taken off their heads in bringing the new reps up to speed.
Breaking through the noise and standing out among the automated email and LinkedIn spam	(VPs) like yourself receive tons of spam, so I imagine you know how hard and disheartening it can be for your team to keep going when response rates are low. How do you train your SDRs to break through the noise?	MirroWeb were a fast growing company and needed to bring on an SDR team to help open up business in heavily regulated industries in the US. After working with Cosmic Growth, in the first month their 10 new SDRs were able to book over 100 demos.

OUTREACH GUIDELINE: SALES/MARTECH

*Throughout these slides always choose the most relevant customer story to the company you're targeting

CHALLENGE OR GOAL	PROBING QUESTION	VALUE PROPOSITION / POSITIONING STATEMENT
Marketing tech is sold to marketing leaders and they can be difficult to get on the phone (3% connect rate vs 10% for sales leaders).	Around 9 in 10 cold calls go unanswered. We've also noticed that marketing leaders pick up their phone less than other personas which can all be very frustrating for SDRs. What are you finding is the best way to get their attention?	Proposify had always had a strong inbound engine but had really struggled to break through the noise and crack outbound. We helped them design cadences and train them on the approach that resulted in them generating 6X more qualified meetings from outbound which eventually resulted in 50% of their pipeline being made up from these activities.
Sales/Martech is a rapidly growing industry and it can be hard to stand out from all the noise, which is disheartening for SDRs, who you want to help	The sales/marketing technology space continues to see strong growth and the AI bubble doesn't look like it's going to burst yet. However sales/marketing leaders are being inundated with hundreds of prospecting emails and LinkedIn messages a day. How are you breaking through the noise?	Proposify were trying to take a leap in to outbound but none of their team had built an outbound process from the ground up before that had effectively enabled them reach their target accounts at scale. Thanks to their work with Cosmic Growth, they were able to generate 6X more qualified meetings from outbound which lead to 50% of their pipeline being made up from these meetings.

OUTREACH GUIDELINE: **MARKETING LEADERS**

*Throughout these slides always choose the most relevant customer story to the company you're targeting

CHALLENGE OR GOAL	PROBING QUESTION	VALUE PROPOSITION / POSITIONING STATEMENT
Low conversion rate of marketing leads into sales opportunities due to a lack of understanding by the sales team of your work	I see online you have loads of great content that no doubt generates a number of inbound leads, and as (Outreach) users, I imagine that's a key tool for you to help convert those leads to sales.. How effectively are your sales team converting the leads you generate into revenue?	Flo Broderick, VP of Marketing at Carto, managed their SDR team as they had no SDR Manager in place. However she had a million different priorities and not that much time to train and coach the team. After working with Cosmic Growth, we coached and trained them to hit quota for the first time, convert more MQLs into deals, and they became one of our longest serving clients.
Not enough touchpoints from sales to convert marketing leads into revenue. Sales complain about quality but it's also a will issue on their side due to call reluctance and lack of motivation	According to Hubspot, 55% of cold callers make 3-5 attempts before moving on from a prospect which can be incredibly frustrating for marketing leaders who put so much time and effort into generating new leads. What's your strategy to ensure the sales team use your content effectively?	Omer Primor, VP of Marketing at Invision managed the SDRs and had no SDR Manager so was struggling to motivate them to do more outbound and touchpoints on MQLs, which they were investing a lot in generating. After we helped train and coach their SDRs, they added more call and video steps to sequences, and were able to generate 61% more meetings from outbound as a result.

OUTREACH GUIDELINE: SALES OUTSOURCING FIRMS

*Throughout these slides always choose the most relevant customer story to the company you're targeting

CHALLENGE OR GOAL	PROBING QUESTION	VALUE PROPOSITION / POSITIONING STATEMENT
Clients have unrealistic expectations which can lead to a lot of pressure on managers and SDRs, who already have a stressful job in outsourcing	I worked in sales outsourcing for 4 years so I know how difficult it can be to hit client targets and keep the churn rate low with both clients and staff. How are you currently achieving this at (company name)?	Our playbooks and cadences have enabled Operatix, another sales outsourcer in Europe and the US, to decrease SDR onboarding time by 78%, simultaneously helping to increase client renewal rates. Crucially for their team, their managers are less stressed and have more time to focus on other priorities as a result.
Training and onboarding reps for new accounts takes management a huge amount of time and effort, in what is already a stressful job with tough client expectations	We appreciate sales outsourcing is a tough gig with unrealistic client expectations. After all 68% of agencies lost clients in the previous year so you want to hit the ground running with new clients. How long does it take you to train and onboard sales reps when you sign up a new account?	Working with lead gen company Demand Zen, after 2 days of us setting up an outbound process for one of their accounts, they had already generated 4 qualified meetings, which helped lead to a renewal and expansion. This was a big weight off the shoulders of the COO and account management team, and of course helped the SDRs feel more fulfilled in their roles.



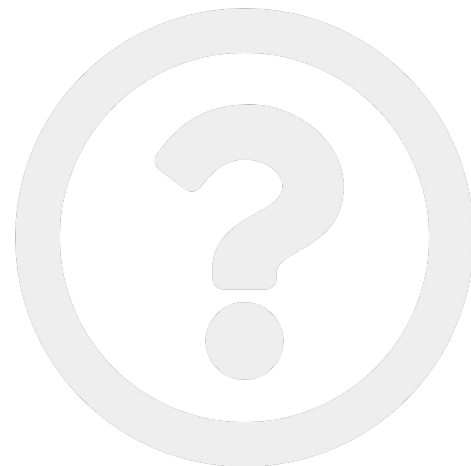
QUALIFYING QUESTIONS

Supplementary questions to identify qualified opportunities

QUESTIONS THAT WILL CLARIFY IF THE LEAD IS A GOOD FIT

These are a secondary check **if necessary**. Often a lot of this information can be found with prior research. The probing questions are what will be initially used to uncover business needs.

However, do always try to confirm if anyone else should be involved in the discussion when confirming next steps with the last question.



QUALIFYING QUESTION: EXAMPLES

How big is your sales team?

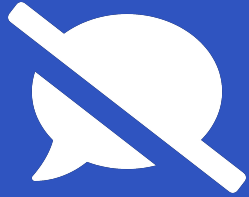
Do you use any call recording or sequencing tools?

Who's involved in the sales strategy decisions at (company name)?

Have you run successful outbound programs at (company name)?

How well have you defined your ideal customer profile?

Is there anyone else on the team who should be involved in this discussion?



UNDERSTANDING OBJECTIONS

Acknowledge and understand vs overcoming objections

OBJECTION

Listen closely to identify the objection and don't interrupt.

You're expensive

It's not the right time

QUESTION TO CLARIFY

Ask questions to clarify the TRUE objection before you attempt to handle it.

I understand (first name).
Do you mind me asking what your average deal size is?

I understand (first name). What are your top priorities at the moment?

OBJECTION

Listen closely to identify the objection and don't interrupt.

We're using (x competitor) already

We don't need help with sales and are doing it successfully

QUESTION TO CLARIFY

Ask questions to clarify the TRUE objection before you attempt to handle it.

Understood (first name). How's that working out for you?

That's great to hear (first name). What's working well for you?

OBJECTION

Listen closely to identify the objection and don't interrupt.

We don't want to work with an external team. We're planning to do it in-house

It's my job to do this and I don't need outside help

QUESTION TO CLARIFY

Ask questions to clarify the TRUE objection before you attempt to handle it.

I understand (first name). What does your process look like for internal training?

I understand (first name). What's your personal process for training/coaching/cadences/playbooks?



DISCOVERY & SALES PROCESS

SALES PROCESS: 1st Scheduled Call - Pre-Call Preparation 5-10mins

Personal Research: find something specific you can use to **build rapport** at the beginning of the call versus something generic about the weather or an anecdote about where your prospect lives.

- Check the company website, company LinkedIn page and the person's LinkedIn to find a **trigger**, for example: "Martin, saw your post about ..."

Company Research: **research the other likely stakeholders** at the company, so when it comes to discussing next steps at the end of the call, you can build credibility by already being aware of who might need to be included in the next call.

SALES PROCESS: 1st Scheduled Call - Build Rapport and Set the Agenda 5mins

Build rapport with something specific versus something generic about them

- See previous slide

Set a short agenda for the call:

- We'll start with **understanding what you're looking to achieve** and where your challenges are at the moment.
- Then we'll *show* you **what we do at Cosmic Growth** and tell you about some of our **customers**
- If we **both** see a good fit here, we can arrange another call
- How does that sound to you?

SALES PROCESS: 1st Scheduled Call - Discovery Questions 10-15 mins

Example questions that will help uncover the challenges the buyer is trying to solve and the goals they're trying to achieve:

On average it takes 10-14 touches to book a meeting with a cold lead - how many touches are your SDRs giving each lead at the moment?

Sales reps who strongly believe in their company's purpose are almost 3x more likely to exceed quota - how invested would you say your team is in (company name)'s mission and vision?

What's the balance at the moment between inbound and outbound-generated opportunities?

How is your sales team structured? SDR/AE? Full-cycle?

Why not stick with the status quo? What would the impact be on your sales Team?

SALES PROCESS: 1st Scheduled Call - Value Proposition 10-15mins

Outline Cosmic Growth's services and how they can help the prospect to solve the challenges outlined in discovery, as well as reach their goals.

Value Proposition: Structure

- Set out the mission and vision of Cosmic Growth, our history and the [reason Mikey set up the company](#).
- Run through the [Cosmic Growth Playbook and Cadence](#), but make it interactive:
 - What are some of your triggers/personas?
 - How aligned are your reps on what the key triggers and personas are?
 - How does this compare to what you have in place at the moment?
 - Outline the most relevant [customer story](#) to their industry, use case, goals and ask them how they are using customer stories?

(Always research the company before the call so you have some relevant case studies prepared)

- Ask how they see the playbook and cadences fitting into their plans to reach the goals identified in discovery

SALES PROCESS: 1st Scheduled Call - Qualifying Questions 5mins

Are there any other solutions you're looking at currently to solve (insert pain from discovery)?

Who else is involved in sales enablement at (organisation)? Who runs the SDR team?

What's the criteria you're using to make your decision? Which of those criteria would be your top priority?

What's your evaluation process?

How do you see yourself using this (if at all)?

Is this something you're looking at starting soon or it's more of a next quarter project?

Is there any consequence associated with that timeline?

SALES PROCESS: 1st Scheduled Call - Next Steps 5mins

If they're interested, **always** book in a follow-up call and state:

- As a next step, let's arrange a call where we can review your goals for the project and walk you through a training and coaching proposal.
- You mentioned [Jane and Johnny] will also be interested; would you like to invite them to the next call?
- How does [Monday afternoon] look for you?
- Send them a follow-up email within (at most) 24hrs of the call, summarising the challenges they outlined and a relevant customer story

SALES PROCESS: 2nd Scheduled Call - Proposal Review 10-15mins

Give an agenda for the call to start and summarise what was discussed in the 1st call and then:

- Run through the training and coaching proposal but **make it interactive**:
 - How does this implementation timeline look to you?
 - How does this compare to what you're doing now?
- Once you've been through the proposal, ask “how does this all fit into what you want to achieve?”

SALES PROCESS: 2nd Scheduled Call - Project Goals 5mins

Outline some measurable aims and metrics for their project which we can use to benchmark their success:

- X % increase in pipeline
- SDR's hit target by Q3
- X Demo's booked/attended per month/Q
- New SDR's ramped by EoM 1
- X Qualified Meetings booked/attended per month/Q
- X % increase in Average Deal Size
- X % decrease in no-show rate

SALES PROCESS: 2nd Scheduled Call - Pricing 5mins

Value Proposition: Structure

Never ask “what’s your budget?”...instead:

- State pricing and ask “...how does that sound?”
- If you suspect pricing could be an issue, ask “...does that sound like a crazy amount given your situation?”

Pricing: Structure

- Playbook £k
- Training & Coaching £k (X Groups of Y SDR's/AE's)*
£k (X Groups of Y SDR's/AE's)*
- All pricing is bespoke based on

*Note: use the prospect company’s terminology, e.g. BDM/BDR/AE/SDR etc

SALES PROCESS: 2nd Scheduled Call - Next Steps 5mins

If there's interest, always book in a follow-up call and state:

- As a next step, we'll carry out an **audit** of one of your existing cadences, and we can and we can review it on a second call.
- How does [**Wednesday morning**] look for you?
- Send them a **follow-up email** within (at most) **24hrs** of the call, **summarising** the call and sharing the **proposal**, with any changes discussed during the call.

SALES PROCESS: 3rd Scheduled Call - Audit

Give an agenda for the call to start and summarise what was discussed in the previous call and then:

- Run through the audit but **make it interactive** (e.g. “how do you see your team using this?”)
- Establish what are the remaining barriers to getting the project signed off.
- Book a **follow up call** to discuss a potential start date and talk through the legal agreement



CUSTOMER STORIES

How we've solved these problems for other customers in similar situations

Further customer stories can be found [here](#)



*There is no story without a **villain**...*

CUSTOMER STORY - REAL ESTATE



CHALLENGE	SOLUTION	RESULTS
- Looking to generate momentum through outbound during the typically slow summer period - Get traditional brokers engaged in outbound	- Designed a sales playbook bespoke to commercial real estate - Industry- and topic-specific cadences and talk tracks - Group and 1-1 training & coaching	- Brokers adopted new tactics, strategies and channels to reach and engage with prospects - Huge increase in meetings and revenue opportunities during what's usually a quiet time - Brought to light the need to support brokers with materials, tools and tactical advice on how to develop relationships and research clients - Brokers felt inspired to go out and make calls

CUSTOMER STORY



CHALLENGE	SOLUTION	RESULTS
- A UcaaS that operated almost purely off inbound leads and had never had success generating or closing	- Full sales audit - Designed a personalised sales playbook to guide outbound efforts - 1-on-1 coaching with reps and managers	- Landed global retailers from outbound - Larger deal size - Larger % of revenue from outbound

CUSTOMER STORY - REAL ESTATE



CHALLENGE	SOLUTION	RESULTS
- Improve the skills, effectiveness and satisfaction of both their junior and senior brokers in the Atlanta office	- Full sales audit - Designed personalised talk tracks, messaging, cadences and a complete playbook - Regular 1-1 training and coaching with reps and managers	- Cresa's revenue in the Atlanta office was up 25% year on year - More collaboration and teamwork came out the training than ever before - The Industrial Group is now seeing great success in portfolio business - The senior reps were very energised from the training

CUSTOMER STORY - FINTECH

Dext

CHALLENGE	SOLUTION	RESULTS
- Young team lacking understanding of what their messaging should be or how to be consistent and repeatable in prospecting for consistent results	- Full sales audit - Sales playbook to guide outbound efforts - 1-on-1 coaching with reps and managers	- 43% increase in opportunities and 53% increase in revenue across the entire new business funnel - 40% increase in revenue from Key Accounts (enterprise) team - New business manager able to step away from the sessions and focus on other priorities

CUSTOMER STORY - REAL ESTATE



CHALLENGE	SOLUTION	RESULTS
- Understanding the what and the how of prospecting specifically for their tenant rep team - Get brokers to feel like part of a larger team - Collectively have a business plan that works for a lot of different individuals and geographic areas	- Full sales audit, playbook and cadences - Two days of intense in person training - Bi-weekly group training sessions online - Bi-weekly one-on-one coaching calls tailored to each broker	- Increased the total number of meetings set - Increased the quality of those meetings set - Their team felt heard, understood and delighted with the training - “I haven’t seen somebody be as personable as your team was” - Tyler Maner, Managing Director

CUSTOMER STORY - FINTECH



CHALLENGE	SOLUTION	RESULTS
- Inexperienced SDR team lacking in confidence. - Needed some support to become a strong outbound engine for the business	- Full sales audit - Designed a personalised sales playbook to guide outbound efforts - 1-on-1 coaching with reps and managers	- Total opportunities and average deal size both increased - SDR team average deal size increased by 25% - Repeatable onboarding process created for new SDRs, enabling ramp to productivity within 3 months - SDR team feeling the support and investment of the business/leadership

CUSTOMER STORY - MARKETING & SALES TECH



CHALLENGE	SOLUTION	RESULTS
- Operated almost purely off inbound leads and had never had success with outbound	- Full sales audit - Personalised sales playbook to guide outbound efforts - 1-on-1 coaching with reps and managers	- From 5% outbound sales to 50% of pipeline - 6X more qualified outbound meetings booked - Saved them 10 hours per week on coaching - 50% of SDR team promoted during our work together - Will Aitken, an AE, became an established sales authority on LinkedIn and TikTok

CUSTOMER STORY - BIG DATA



CHALLENGE	SOLUTION	RESULTS
- Had struggled to create relevant, targeted outbound messaging and programs in the past	- Full sales audit - Personalised talk tracks, messaging and cadences - 1-on-1 coaching with reps and managers	- From 10% outbound to a fully fledged outbound program - Sales team hit quota for the first time - Larger average deal sizes with better opportunities - Promotions from people we trained and coached

CUSTOMER STORY - SALES OUTSOURCER



CHALLENGE	SOLUTION	RESULTS
- Increase renewals - Had struggled to effectively build relevant messaging for channels like linkedin and email	- Full understanding of the accounts they worked with - Designed specific messaging for each account - 1-on-1 coaching with their management team	- 1 account went from booking 1 meeting in 107 hours to 3 in 27 hours - Another account increased meetings booked by 33%, leading to a renewal - 3 additional accounts renewed following our work - Saved their managers from having to micromanage every project and team

CUSTOMER STORY - HEALTH TECH



CHALLENGE	SOLUTION	RESULTS
- Struggled with outbound - Needed to book more meetings - Make better use of the sales technology they had adopted	- Sales playbook development - Implementation of best sales practices - Building custom sales cadences - Regular rep coaching	-48% increase in meetings booked for new opportunities -15% increase in discovery call attendance - Increase in lead quality, rep productivity and revenue - Larry Laconi became a top performer and was promoted to SDR manager leading 10+ SDRs

CUSTOMER STORY - CYBERSECURITY

IMVISION

CHALLENGE	SOLUTION	RESULTS
- Struggling to generate meetings with security leaders - Using a spray and pray approach	- Developed structured messaging for their ideal customers - Sales coaching to enable the team to have more sales conversations and generate pipeline	- 61% increase in qualified meetings booked - 2x open and click-through rates on cold email campaigns - Solid foundation for future scalability - Bought by Intuit for \$60 million

CUSTOMER STORY - SALES OUTSOURCER



CHALLENGE	SOLUTION	RESULTS
- Struggling with building and developing clients go to market messaging, strategies and process	- Helping Operatix's clients get to market quicker by building cadences sequences and playbooks to enable their SDRs to efficiently generate pipeline and book more meetings	- 75% decrease in new SDR onboarding time - Sales playbook and cadences drove two expansions - Operatix leadership team no longer has to worry about the stress and headaches of messaging for new accounts

CUSTOMER STORY - SALES ENABLEMENT

showell

CHALLENGE	SOLUTION	RESULTS
- Had a group of SDRs that had never been trained to do SDR work - Everyone was working in their own way	- Full sales audit - Designed personalised talk tracks, messaging and cadences and a complete playbook - Regular 1-on-1 training and coaching with reps	- SDRs are now steadily reaching target - There's a lot more consistency within the team - Their team were "really happy with the coaching" - Their SDR Manager was able to save a lot of time that could be devoted to other priorities

CUSTOMER STORY - FINTECH



CHALLENGE	SOLUTION	RESULTS
- Didn't have a standard process to go "to look for new business" through outbound - Wanted to improve their inbound process	- Full sales audit - Designed personalised talk tracks, messaging and cadences and a complete playbook for both inbound and outbound - Regular 1-on-1 training and coaching with their reps	- 400% growth in outbound meetings - Converted 11% more inbound leads to pipeline which given they had hundreds of inbound leads was a huge leap - Having Cosmic Growth come in "was absolutely game changing for them" - They view the sales playbook as their "Northstar" document

CUSTOMER STORY - COMPLIANCE/LEGAL TECH



MirrorWeb

CHALLENGE	SOLUTION	RESULTS
- Needed an outbound SDR team to support sales team - Lacked robust onboarding and training program for new inexperienced reps	- Developed sales playbook, cadences, and call talk-tracks - Full training and coaching work to ramp new reps	- 100+ demos booked in 1 month with a team of 10 new SDRs - Nearly 600 demos booked in just under 5 months - New SDRs trained and on the phone in under 1 week - Helped 10 SDRs who were all under 24 understand the why of outbound and be inspired, half of whom were promoted

CUSTOMER STORY - MANUFACTURING TECH



CHALLENGE	SOLUTION	RESULTS
- Were developing an SDR team for the first time. - Traditionally heavily reliant on inbound	- Full sales audit - Designed a personalised sales playbook to guide outbound efforts - 1-on-1 coaching with reps and managers	- Closed 7 figure deals thanks to opps generated - New SDRs delivered 2X more opportunities quarter-by-quarter - More leads qualified into opportunities than before - Time freed up for higher priority tasks

CUSTOMER STORY - EDUCATION TECHNOLOGY



CHALLENGE	SOLUTION	RESULTS
- Looking to both improve the performance of their Account Executive (AE) Team - Improve employee satisfaction and retention.	- Developed an Account Executive (AE) sales playbook, cadences, and call talk-tracks - Regular training and coaching sessions for their AEs	- Their conversion rates are up year-over-year - Feedback and engagement from the AEs has been exceptional - Their sales team is having a great year - “The team all acknowledges that we’re investing in their growth, that we’re demonstrating that we’re willing and able to contribute to their skill development, to making them better.”

CUSTOMER STORY - BLOCKCHAIN SOFTWARE



CHALLENGE	SOLUTION	RESULTS
- Struggling to make the time to train and coach their Customer Success Team effectively	- Developed a Customer Success playbook, cadences, and talk-tracks - Ran an extensive training and coaching program for their customer success reps and manager	- Customer Success Manager closed a huge deal during the training process - The feedback from the team was always exceptional - Another junior team member is now fully confident and on target to exceed quota 3 quarters running

CUSTOMER STORY - AUTOMATED COMPLIANCE PLATFORM



CHALLENGE	SOLUTION	RESULTS
- SDR team excelled at inbound leads but struggled with outbound and "lukewarm" leads as they lacked a structured framework - With no established outbound process, it was difficult to onboard and train new SDRs, who were learning on the fly	- Created custom sales playbooks, messaging, and outreach cadences to build a more repeatable sales process - Delivered tailored SDR training and coaching focused on improving prospecting and sales conversations	- Doubled the size of their SDR generated pipeline - Increased average deal size by 15% - Saw first SDR promoted to AE in over 18 months - Built a more structured and repeatable outbound sales process that supported long-term growth

CUSTOMER STORY - FINANCIAL DATA PLATFORM



CHALLENGE	SOLUTION	RESULTS
- SDR had experience and knowledge of their industry but not specifically sales and BD tactics - Had increased size of sales team by 50%	- Full sales audit - Designed a personalised sales playbook and cadences to guide outbound efforts - 1-on-1 training and coaching with reps and managers	- Halved sales onboarding time - Shortened the process of figuring out who is going to be a great fit and who might struggle - Sales leadership massively benefited from having an external third party

EMPOWERING B2B SALES TEAMS



Lynn Wik

VP of Service Delivery,
DemandZEN



“After working with Michael and a few other people within Cosmic Growth, **we had four meetings in two days.** That really lowered our hours per meeting set, which is a great value to us.”



Daniel Hebert

VP of Sales, Proposify



“**Cosmic Growth are the experts.** We wouldn’t be where we are today on our outbound journey if it wasn’t for the playbooks Cosmic Growth put in place for us.”



Florence Broderick

VP Marketing, CARTO



“Moving completely away from the idea of pitching our products and location intelligence – has been a really good **shift in mindset** for us, thanks to Cosmic Growth.”

EMPOWERING B2B SALES TEAMS



Tom Maloney

Executive Managing
Director, JLL



“We decided to try Cosmic Growth as part of this program. And now reflecting back on it, it was probably **one of our wisest decisions.** The materials gave [our team] inspiration to go out and make calls.”



John McCann

Head of Practice New
Business, Dext



“When I think about the difference in the reps over from the first session to towards the end, **it’s polar opposites.** We generated **43% more opportunities** across the **entire new business funnel**”



Mike Sheridan

CRO, Inbox Health



“Cosmic Growth are going to help you in immeasurable ways by making your results better and your life easier. **I couldn’t be more pleased.**”



Cosmic Growth

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