OUTBOUND

Everything is Dead

Real Tactics to Revive Revenue



MAC REDDIN
CO-FOUNDER & CEO AT **COMMSOR**

Outbound is often labeled “dead,” but Mac Reddin, CEO and co-founder of Commsor, argues otherwise. In a recent episode of Everything is Dead, Mac explains why outbound is alive and well—and how to adapt to the evolving landscape. Let’s break down the key takeaways and actionable advice for succeeding with outbound.

One...

Outbound Isn't Dead... It's Just More Challenging!



Outbound isn't dying; it's just become more competitive. The problem isn't a lack of activity—it's that everyone is using the same tools and strategies, leading to noise and saturation.

- **The Real Challenge:** As more people send emails, make calls, and connect on LinkedIn, standing out has become harder.
- **The Result:** Outbound is alive, but it requires more effort and smarter strategies to break through the noise.

Action You Can Take Today...



Evaluate the quality of your outreach. Is your messaging truly personalized and relevant, or is it just another generic pitch?

Two...

The Tragedy Of The Commons In Outbound



Mac draws an interesting parallel between outbound and the “tragedy of the commons”—a concept where overuse of a shared resource eventually leads to its collapse.

- **The Tragedy:** Outbound tools have become so automated and overused that everyone’s messages get lost in the noise, causing more people to rely on spam filters or ad blockers.
- **The Solution:** Outbound needs to be approached with quality and care, not just mass outreach.

Action You Can Take Today...

If you’re not getting the responses you want, reconsider the volume and personalization of your outbound. Invest in quality over quantity to make your outreach stand out.



Three...

Investing In Brand Makes Outbound Easier



Mac shares how Commsor has over-invested in building brand awareness, which has made outbound efforts more effective.

- **The Importance of Brand:** Building a recognizable, trusted brand reduces friction in outreach. A strong brand presence makes it easier to engage prospects and generate conversations.
- **How to Do It:** Invest in consistent, relevant content on platforms like LinkedIn. Fun, light-hearted branding can also go a long way.

Action You Can Take Today...

If you haven't already, start posting content on LinkedIn that showcases your brand. It doesn't have to be sales-driven—just engaging content that resonates with your audience.



Four...

Quality Over Quantity: The 3x3x3 Method



Mac emphasizes a “quality over quantity” approach, which he follows with his own three-by-three-by-three method:

- **How It Works:** Each day, focus on three target accounts, identify three personas within those accounts, and send them a personalized message.
- **Why It Works:** This method focuses on deep research and quality interactions, which leads to more meaningful connections.

Action You Can Take Today...

Take an hour to research and send personalized messages to three target accounts. Keep your outreach focused and relevant.



Five...

Network-Based Outbound For Better Results



Mac highlights the power of using referrals and leveraging your network for outbound. Instead of cold-calling, consider “network-based outbound,” where you identify mutual connections to help open doors.

- **The Power of Referrals:** People are more likely to respond to outreach when it comes from a trusted connection.
- **How to Make It Work:** Use tools like Crossbeam to identify people in your network who can make warm introductions to potential buyers.

Action You Can Take Today...

Look at your LinkedIn connections and see who in your network can introduce you to your target accounts. Don’t hesitate to ask for those introductions.



Six...

Measure The Right Metrics: Referrals Drive Revenue



Mac shares an interesting data point: Referrals may only account for 15% of meetings booked, but they represent 35% of closed revenue. Referrals tend to close faster, at higher values, and with lower rejection rates.

- **Why It Matters:** Referral-based sales often outperform cold outreach, even when the volume is lower.
- **The Key Insight:** Referrals may not always show up in your metrics as quickly, but they have a lasting impact on revenue.

Action You Can Take Today...



Focus on generating referrals through network-based outreach. It may take longer, but the rewards are well worth the effort.

Seven...

Prioritize Relationships Over Sales



Mac advises approaching outbound as a relationship-building process, not just a numbers game. When salespeople build relationships, even if the immediate sale doesn't happen, they can receive referrals or future business.

Action You Can Take Today...

Reframe how you approach outbound—focus on creating genuine relationships and building trust, even if it doesn't immediately lead to a sale.



Recap

Outbound Isn’t Dead.

Outbound isn’t dead—it’s just evolving. To succeed in 2025 and beyond, you need to focus on brand-building, quality over quantity, network-based outreach, and relationship-building.

Quality Over Quantity

Focus on personalized, thoughtful outreach to stand out.

Leverage Referrals

Use your network to drive higher-value, faster-closing deals.

Build Your Brand

Consistent content creates trust and eases outbound efforts.

Smart Automation

Avoid mass outreach; prioritize relevance and personalization.

Relationships First

Treat outbound as trust-building for long-term success.

Everything is Dead

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