OUTBOUND

Everything is Dead

Real Tactics to Revive Revenue



SAAD KAHN
DIRECTOR OF SALES AT **ALIGNED**

Outbound is dead. Or so the skeptics claim. But Saad Khan, Sales Director at Align, thinks otherwise. On this episode of Everything is Dead, Saad shared how outbound can still be a powerful driver of revenue—when done with strategy, creativity, and the right tech stack. Let's dive into the key insights and actionable takeaways.

One...

Outbound Isn’t Dead... It’s Evolving!



Saad addressed the misconception head-on: outbound isn’t dead, but outdated approaches are. The root cause of failure? Many sales teams are stuck using stale tactics—like downloading a generic lead list or using canned sequences—without adapting to modern buyer behaviors.

- **Reality Check:** Companies at both ends of the spectrum (early-stage startups and enterprise leaders) are innovating with outbound. The real challenge lies with those in the middle who struggle to break from traditional processes.

Action You Can Take Today...

Audit your outbound process. Are you relying on the same old playbook? Identify one outdated tactic to replace with a more modern approach, such as leveraging intent data.



Two...

Technology Enables Smarter Outbound



Successful outbound starts with the right tools. Saad emphasizes that investing in technology isn't optional—it's the foundation for creating efficient, scalable systems.

- **Website De-anonymization:** Tools like RB2B help identify anonymous website visitors.
- **Signal Stacking:** Combine data from multiple sources (e.g., site visits, social engagement) to generate highly targeted leads.
- **Interactive Product Tours:** For companies without PLG (product-led growth), product tours can create a compelling entry point for prospects.

Action You Can Take Today...

Explore affordable tech tools like RB2B (free version available) or Clay. Start tracking website visitors and layering in additional signals like job titles or company intent.



Three...

Strategy First... Tools Second.



Technology alone won't fix bad strategy. As Saad put it, tools are only as good as the process and strategy you've built around them.

- **Intent Signals:** Don't just collect data—analyze it. What are the signals telling you?
- **Process Alignment:** Align your tech stack with a robust sales process. If your team can't execute effectively, even the best tools won't help.

Action You Can Take Today...

Map out your current outbound strategy. Are your tools enabling the process, or are they a distraction? Refocus on building a strategy that makes the most of your tech stack.



Four...

Content Fuels Modern Outbound



Outbound is increasingly intertwined with demand generation. Your outbound success depends on creating content that engages your ICP where they are most active.

- **Platform-Specific Content:** Tailor your content to the channels your audience uses most—whether that's LinkedIn, YouTube, or niche forums.
- **Educational Over Promotional:** Use content to address buyer pain points and spark curiosity about your solution.

Action You Can Take Today...

Create one piece of content directly addressing a key pain point for your ICP. Post it on LinkedIn and track engagement—these are warm leads for your outbound efforts.



Five...

Personalized Outreach Wins!



Spray-and-pray tactics are dead. Saad's outbound playbook revolves around hyper-personalized, signal-driven messaging.

- **Signal Stacking:** Combine multiple data points (e.g., website visits + social engagement) to craft highly relevant outreach.
- **Test First Messages:** Use LinkedIn posts or other platforms to test messaging before adding it to email sequences.

Action You Can Take Today...

Review your email sequences. Are they generic? Rewrite your first email using insights from a prospect's online activity, such as website visits or content engagement.



Six...

Create A System For Continuous Learning

Outbound teams need to constantly learn and adapt. At Align, reps manually track trends and patterns in the early stages to build a deep understanding of what works before automating processes.

Action You Can Take Today...

Dedicate time for your team to manually analyze outreach performance. Use these insights to refine your messaging and sequences before automating at scale.

Recap

Outbound Isn’t Dead.

Outbound succeeds by combining strategy, technology, and personalization. Focus on one key signal, like website visits, to create impactful campaigns.

Modernize Your Playbook

Outbound isn’t dead, but outdated tactics are—audit your process, replace stale strategies with modern approaches like intent-driven outreach.

Invest in Tech Smartly

Tools like RB2B and Clay can boost efficiency, but only if aligned with a strong strategy and clear processes.

Content Drives Engagement:

Create platform-specific, educational content that speaks to your ICP’s pain points and fuels outbound success.

Hyper-Personalize Outreach

Use signal stacking (e.g., website visits + social engagement) to craft highly relevant, personalized messaging.

Learn and Adapt Continuously

Analyze performance metrics (e.g., reply rates) and refine messaging before scaling automation.

Everything is Dead

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