SPECIALIST TRACK: SELLING TO CORPORATE CLIENTS

Outbound prospecting plan

Lesson: LinkedIn and outbound prospecting under CASL · about 15 minutes

Build a focused list and a respectful, compliant sequence you can start next week.

Your business (name, service, main city):

1. Write your ideal customer profile: industry, size, location, events they run and the role you will contact.

2. List ten target accounts, the contact for each, where you found them and the CASL consent basis you will rely on.

3. Rewrite your LinkedIn headline and the first two lines of your About section for corporate buyers.

4. Write your connection note, prospecting email and voicemail, including identification and unsubscribe wording.

5. **Set your outbound targets for one season: accounts, replies, calls, proposals and bookings.**

Check: can you now

- Build a target list of 30 to 50 accounts from a written ideal customer profile
- Write a four-week prospecting sequence across LinkedIn, email and phone
- Identify which CASL consent basis applies to each prospect before you send a commercial message

One change you will make this week