Building GTM from the ground.
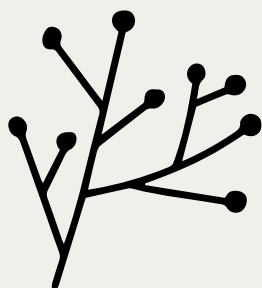# Step 2 AI outreach

Jaisen SOOLEN

CEO jumplab.ai

JumpLab.ai

Introduction

Revolutionizing Go-to-Market with AI

The Go-to-Market (GTM) landscape is rapidly transforming, driven by AI. Over 75% of sales teams are already using or testing AI, with 80% reporting revenue growth.

The playbook share our own workflows using AI on our own Go-to-market journey trying to provide compelling services to CEO's CMO's sales leaders and entrepreneurs.

From Traditional Approach to AI

BEFORE

SALES REP
PRE-AI GTM

Pipeline generation is at core of every sales people journey. The daily grind to any salespeople was a stark contrast to today's possibilities. **3-4 hours daily researching prospects** spent through LinkedIn, company websites, and various databases. This manual work was repetitive and often missed key business signals with questionnable results

TODAY

TRANSFORMATIVE AI
POWERED GTM

The game-changer is the ability to launch a campaign in tools like Lemlist by **simply choosing the prospects that interest you (your Ideal Customer Profile)**. The system then takes over, providing all the necessary information to craft hyper-personalized messages, transforming the manual grind into an automated, intelligent workflow.

BEFORE : Sales Rep (Pre-AI)

PROSPECTING TEAMS SALES TEAMS WOULD RELY HEAVILY ON A MANUAL EXCEL FILE, THIS FILE TYPICALLY CONTAINED

A) List of unique value propositions (UVPs): Sales reps had to memorize these or constantly refer to a script, making conversations feel less natural and more robotic. Indeed, studies show that **only 38% of scripted calls were actually successful**, and customers can often tell when a salesperson is reading from a script, diminishing their interest in continuing the conversation.3 Scripts are often static, confining, repetitive, impersonal, predictable, transactional, and surface-level, limiting the ability to build genuine rapport.6

B) List of buyer intents: For example, noting that a startup in their portfolio just raised funds. This information was often gathered manually and inconsistently.

C) Ideal Customer Profile (ICP) with associated challenges: For a CMO, this might include a list of common CMO challenges, often sourced from blogs like HubSpot's, requiring manual research and categorization.7

D) Manual Challenges, features, Benefits mapping: This crucial step of connecting prospect pain points to solutions and outcomes was done by hand, a time-consuming and often inconsistent process.

RESULTS IN

- Manual data research: Sales teams face significant challenges: SDRs/AEs spend hours on manual data research, leading to errors, burnout, and limited visibility
- Generic outreach fails to engage prospects, making conversations robotic and missing sales opportunities
- Operational silos between sales, marketing, and customer success, coupled with disconnected platforms, cause inefficiencies and fragmented data. These issues collectively hinder productivity, limit meaningful engagements, and increase Customer Acquisition Costs (CAC), ultimately slowing revenue growth.

Transformative AI Powered GTM

GET THE RIGHT DATA

The game-changer is the ability to launch a campaign by simply choosing the prospects that interest you (your Ideal Customer Profile) providing all the necessary information to craft hyper-personalized messages, transforming the manual grind into an automated, intelligent workflow.
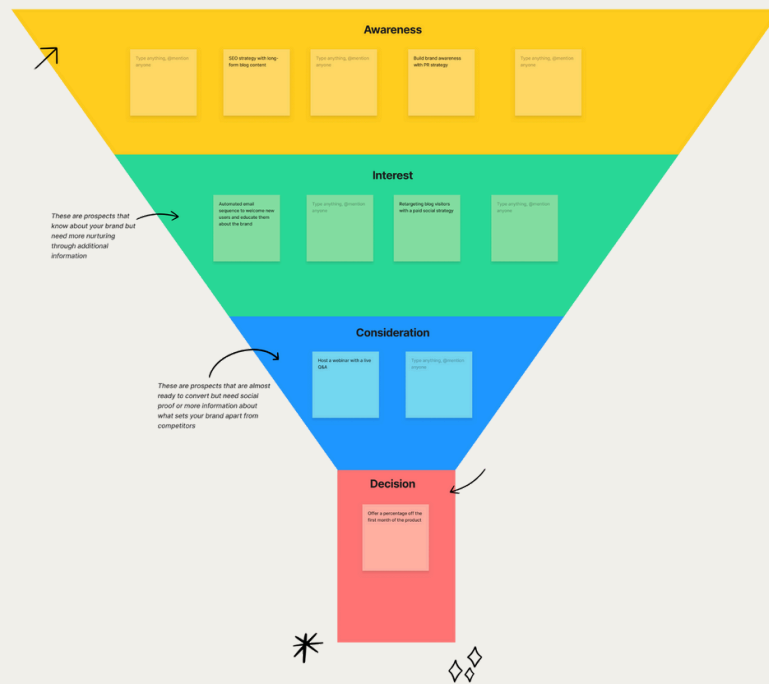
INTEGRATE TECH TOOLS

Then no need to re-invente anything and use what works with current CRM or marketing automation tools like Hubspot and Lemlist
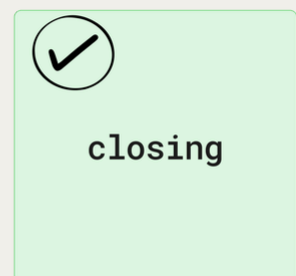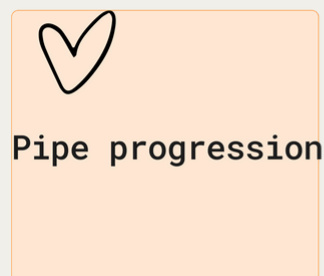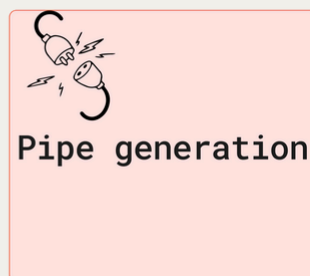
AI AGENT FOR EACH TASKS

Based on 1-1 conversation with business owners and end user the AI Agent can be customised and implemented wherever it creates ease of use and therefore value on Slack, Teams or Whatsapp.

Traditionnal sales funnel

Awareness

Type anything, @mention anyone | SEO strategy with long-form blog content | Type anything, @mention anyone | Build brand awareness with PR strategy | Type anything, @mention anyone

Interest

These are prospects that know about your brand but need more nurturing through additional information

Automated email sequence to welcome new users and educate them about the brand | Type anything, @mention anyone | Retargeting blog visitors with a paid social strategy | Type anything, @mention anyone

Consideration

These are prospects that are almost ready to convert but need social proof or more information about what sets your brand apart from competitors

Host a webinar with a live Q&A | Type anything, @mention anyone

Decision

Offer a percentage off the first month of the product

AI Powered prospecting

Pipe generation | Pipe progression | closing

What changed

Business Acumen
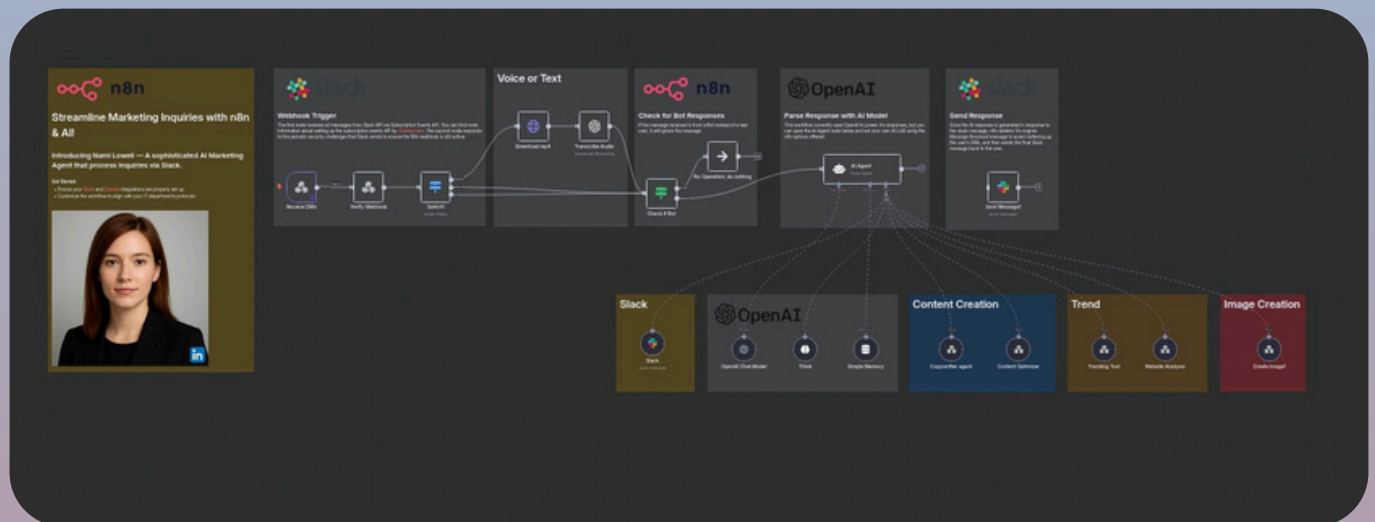
Multichannel outreach

AI Powered search engine

Multisourced Data enrichement

Buyer intent signals detection

Human in the loop

Distributed Content

AI intent data workflow with n8n

Today : Transformative AI Powered GTM

THIS SHIFT IS ALL ABOUT MOVING FROM MANUAL GTM TO A DYNAMIC, DATA-DRIVEN APPROACH. IT'S NOT JUST ABOUT LISTING VALUE PROPS OR BUYER SIGNALS; IT'S ABOUT AUTOMATING THE ENTIRE PROCESS TO MATCH THEM PRECISELY TO WHAT EACH PROSPECT NEEDS.

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1. **Our Methodology: Leveraging the AI Sales Strategist Persona:**

- As a consulting agency, our methodology is built upon leveraging a powerful AI sales strategist persona. This persona is primed with the expertise to:
- This foundational context allows our AI-driven approach to understand and adapt to diverse business landscapes, ensuring every message is rooted in deep financial and industry insight, guiding our consulting and implementation strategies.

2. **Structuring Prospect Business Understanding:**

- To truly personalize, our methodology ensures the AI understands the prospect's business deeply. It uses a structured approach to gather and interpret critical information:
- **Customer Types & Revenue Models:** Differentiating between B2B, B2C, B2B2C, and C2C models, and understanding their respective revenue generation mechanisms (e.g., SaaS subscriptions, direct sales, commissions) [User Query].
- **Upstream & Downstream:** How they create their product/service (e.g., software development, manufacturing) and how it reaches the customer (e.g., direct sales, online platforms) [User Query].
- **Stakeholders:** Identifying key players like partners, competitors, and regulators [User Query].
- **Tech Subsegments:** Categorizing by specific industry niches (e.g., Fintech, Proptech, Healthtech, Madtech) [User Query]. This detailed understanding, gathered automatically, forms the bedrock for highly relevant outreach.

Today : Get the right and use it at the right time

This is where our deep understanding of technology and proven methodology come together to deliver hyper-personalization. We identify the most pertinent information by leveraging a powerful tech stack:

Research & Personalization: We look at the right data using **Clay.com** for email and phone numbers, ensuring accurate contact information. **Perplexity AI** is used for real-time business challenges, allowing us to reference specifics like recent product launches, funding rounds, partnerships, or customer wins, and demonstrate understanding of their value chain (e.g., "I see you develop your own platform (upstream) and sell via direct online subscriptions (downstream)"). **TOPO.io** is leveraged for critical buyer intent signals, ensuring we reach prospects when they are most receptive

Orchestrating Multi-threaded Outreach with Lemlist: For multi-threaded outreach orchestration, we utilize **Lemlist**, which also provides a surprisingly robust database of verified contacts.18 This allows us to tailor messages at scale by incorporating personalized variables and dynamic content, moving beyond static scripts

Sales Cycle & Reporting with HubSpot: We integrate with **HubSpot** for comprehensive sales cycle management and reporting, enabling us to analyze results and outcomes effectively.

Addressing Stakeholders and Pain Points: Our methodology ensures we mention how our solution helps them serve their end customers, outpace competitors, or comply with regulations. If relevant, we reference their partners or integration ecosystem [User Query].

Using Relevant Language and Examples: We speak their industry's language (e.g., "API integrations" for fintech, "compliance" for healthtech) and share short case studies or results from similar companies in their subsegment.This combination of advanced technology and our refined methodology ensures every message is highly contextual, relevant, and authoritative, moving beyond generic outreach and directly addressing prospect needs.

Prompt

"You are a skilled sales strategist with over 10 years of experience in crafting effective cold emails for prospecting. You excel at analyzing business models for Privately held companies and capable to look at all financial data available to you from reliable business and financial database such as FactSet, crunchbase, kruze, stripe, opal, inteleos then analyse Balance sheets, income statements (P&L), cash flow statement, statement of changes in equities, notes to the financial statements, articles and company profile. Based on the prospect company name you can adapt your message to their industry trends their business model."

Templates(*)

Hi {{firstName}} ,

The reason I'm reaching out is that we specialize in working with companies in the same (insert prospect business model), and given your role as a, I thought it was the perfect time to connect because jumplab.ai is specialised in (Adapt positioning text based on our unique value proposition EG is the prospect is a CMO then use C) Identifying the Right Problems and Triggers: Having faced the same problems as VP of sales working with CMO´s at Worklib). I've been following your recent communications, especially [brief summary of their latest relevant communication(], and it resonated with what we do.

At [Your Company Name], our unique value proposition is [Your Unique Value Proposition - state it clearly and concisely, e.g., "we empower marketing leaders to significantly boost their lead conversion rates by leveraging AI-driven predictive analytics"]. We help professionals like you,, navigate the complexities of modern [Prospect's Industry/Area of Expertise] with.
I've noticed that..

If this resonates with you, I'd be happy to have a 30-minute discussion to explore potential mutual opportunities.

P.S. The insights I've used are tailored to my prospects using Lemlist and Perplexity data that your GTM team could use too (add sources list)

Customise base on unique value proposition

HOW THE AI DYNAMICALLY INSERTS RELEVANT CHALLENGES, BUSINESS MODEL BENEFITS, AND JOB-TITLE SPECIFIC VALUE PROPOSITIONS:

{{#if (contains businessModel "B2B")}}
For B2B tech teams, we've helped clients like IDEN Conseils boost lead-to-customer conversion by 25% and reduce CAC by 15% using AI-driven GTM strategies tailored for complex sales and compliance-driven markets.
{{/if}}
{{#if (contains businessModel "B2C")}}
For B2C innovators, our personalized automation has increased user engagement by 30% and improved retention for digital-first brands.
{{/if}}
{{#if (contains businessModel "B2B2C")}}
For B2B2C platforms, we streamline partner onboarding and accelerate revenue growth, helping clients scale multi-sided marketplaces and improve partner and end-user engagement.
{{/if}}
{{#if (contains businessModel "C2C")}}
For C2C platforms, our GTM accelerators have improved trust, automated onboarding, and boosted transaction rates by 20% for community-driven marketplaces.
{{/if}}

{{#if (contains businessModel "B2B")}}
You're building {{companyName}} as a B2B {{industry}}, helping {{customerType}} through {{revenueModel}}. Many teams in your space run into friction integrating new platforms with existing tools, especially as compliance demands rise.

{{#if (contains jobTitle "CMO")}}
At jumplab.ai, we help CMOs achieve 25% better lead attribution and align sales/marketing using AI-driven insights—directly addressing challenges like {{prospectChallenge}}.
{{else if (contains jobTitle "Sales")}}
At jumplab.ai, we boost pipeline velocity and reduce CAC by 15% with automated sales enablement, helping sales leaders tackle issues such as {{prospectChallenge}}.
{{else if (contains jobTitle "Partnership")}}
At jumplab.ai, we streamline partner onboarding and scale multi-channel engagement, reducing friction and boosting ROI—especially relevant for challenges like {{prospectChallenge}}.
{{else}}

(*) THIS TEMPLATES ARE DESIGNED TO BE USED WITH LEMLIST EMAILS VARIABLES

Result oriented

OUTCOME-FOCUSED OUTREACH

Hi {{firstName}},

IWe've seen companies like {{customerExample}} eliminate marketing and sales silos and boost lead-to-customer conversion by 25% using tailored AI-driven GTM strategies. Our team's background—30 years in tech and GTM roles—means we know firsthand how to spot the right triggers and deploy practical solutions that actually stick.

If you'd like to see how others in {{industry}} have reduced CAC by 15% and scaled GTM without manual bottlenecks, let's connect.
{{/if}}

{{#if (contains businessModel "B2C")}}
You're scaling {{companyName}} as a B2C {{industry}}, reaching consumers directly via {{revenueModel}}. Standing out and retaining users is a challenge as acquisition costs rise.

Teams like {{customerExample}} increased response rates by 30% and conversion by 20% after shifting to truly personalized, AI-driven messaging—cutting through the noise and driving action.

If you're looking to boost engagement and lower CAC, let's connect.
{{/if}}

{{#if (contains businessModel "B2B2C")}}
{{companyName}} operates a B2B2C platform, enabling businesses to reach consumers efficiently. Balancing partner enablement and end-user experience is tough as you scale.

Our clients in multi-sided marketplaces have prevented manual bottlenecks and accelerated new hire ramp-up, leading to faster market penetration and sustained revenue expansion.

If you want to see how AI-powered GTM can simplify complexity and maximize ROI, let's connect.
{{/if}}

{{#if (contains businessModel "C2C")}}
You're enabling peer-to-peer transactions at {{companyName}}. Building trust and scaling community engagement while keeping transaction costs low is a real challenge.

We've helped platforms like Verticille boost sales productivity by 20% and automate onboarding, freeing up your team to focus on growth.

P.S. The insights I've used are tailored to my prospects using Lemlist and Perplexity data that your GTM team could use too (add sources list)

Best regards,
Jaisen SOOLEN
jumplab.ai CEO

(*) THIS TEMPLATES ARE DESIGNED TO BE USED WITH LEMLIST EMAILS VARIABLES

Today : Help prospect based on their business needs

PROSPECTS ARE OFTEN TARGETED BASED ON THEIR LINKEDIN POSTS

The system then automatically matches the gathered prospect insights with Jumplab.ai's unique value propositions, ensuring the message directly addresses the prospect's needs:

- **Intimate Understanding of Challenges:** Leveraging 30 years of combined tech experience to resonate with challenges faced by tech SMEs.
- **Proven Expertise and Practical Advice:** Offering solutions based on real-world practice, not just theory.
- **Identifying the Right Problems and Triggers:** Pinpointing crucial pain points for leaders (Tech, CMO, VP Sales/CRO) and sales teams, and identifying relevant prospecting "triggers".
- **Developing and Deploying Effective Solutions:** Building tailored GTM strategies and optimizing tools like HubSpot, Lemlist, and Clay.
- **Improving Outreach:** Using AI, fueled by experience, for deep, faster, and more effective personalization.
- **Credibility and Trust:** Leveraging the team's background from companies like Salesforce and Asana to build immediate trust.
- Targeting Quantified Objectives:

The outreach is framed around the specific, quantifiable objectives that tech leaders aim to achieve:

- **Marketing & Sales Alignment:** Eliminating silos, boosting lead-to-customer conversion rates by up to 25%, and reducing Customer Acquisition Cost (CAC) by 15% [User Query]. This aligns with the broader trend where AI's capability to analyze large datasets and forecast consumer behavior has already resulted in a **15% increase in sales leads and a 10–20% decrease in marketing costs for early adopters.**

Today : Transformative AI Powered GTM

DRIVE RESULTS NOT MULTIPLE SENT ACTIVITIES

- **Generic, Ineffective AI Outreach:** Transforming outreach with personalized, AI-driven messaging, resulting in increased response rates by 30% and improved conversion rates by 20% [User Query]. The effectiveness of AI in personalization is widely recognized, with **73% of business leaders agreeing that AI will fundamentally reshape personalization strategies, and over 92% leveraging AI-driven personalization for growth.**

- **Low Sales Productivity & Visibility:** Boosting sales team productivity by 20% and enhancing forecast accuracy by 10% through automation and improved CRM adoption [User Query]. AI agents can process **thousands of prospect profiles daily, compared to the 20-30 a human SDR might research manually**, significantly expanding market reach while maintaining data quality.2 AI also refines sales forecasting by analyzing historical data and market trends, helping sales teams make informed, data-driven decisions.

- **Scaling GTM Operations During Rapid Growth:** Ensuring seamless GTM scaling, preventing manual bottlenecks, and accelerating new hire ramp-up [User Query]. AI streamlines the entire workflow, from product development to market launch, by automating repetitive tasks and optimizing operational pipelines.21 This allows businesses to remain agile and responsive to market demand changes, staying ahead of the competition.

- **Maximizing ROI on Strategic Investments:** Equipping GTM teams with AI-powered tools that accelerate pipeline generation and capitalize on growth opportunities [User Query]. This ensures capital efficiency and market leadership, aligning with co-founder priorities of attracting investors and demonstrating scalable growth.14 AI's predictive capabilities enhance sales forecasting and pipeline management, allowing businesses to allocate resources effectively and anticipate market shifts

Multithreaded campaign started via lemlist for our first event attended
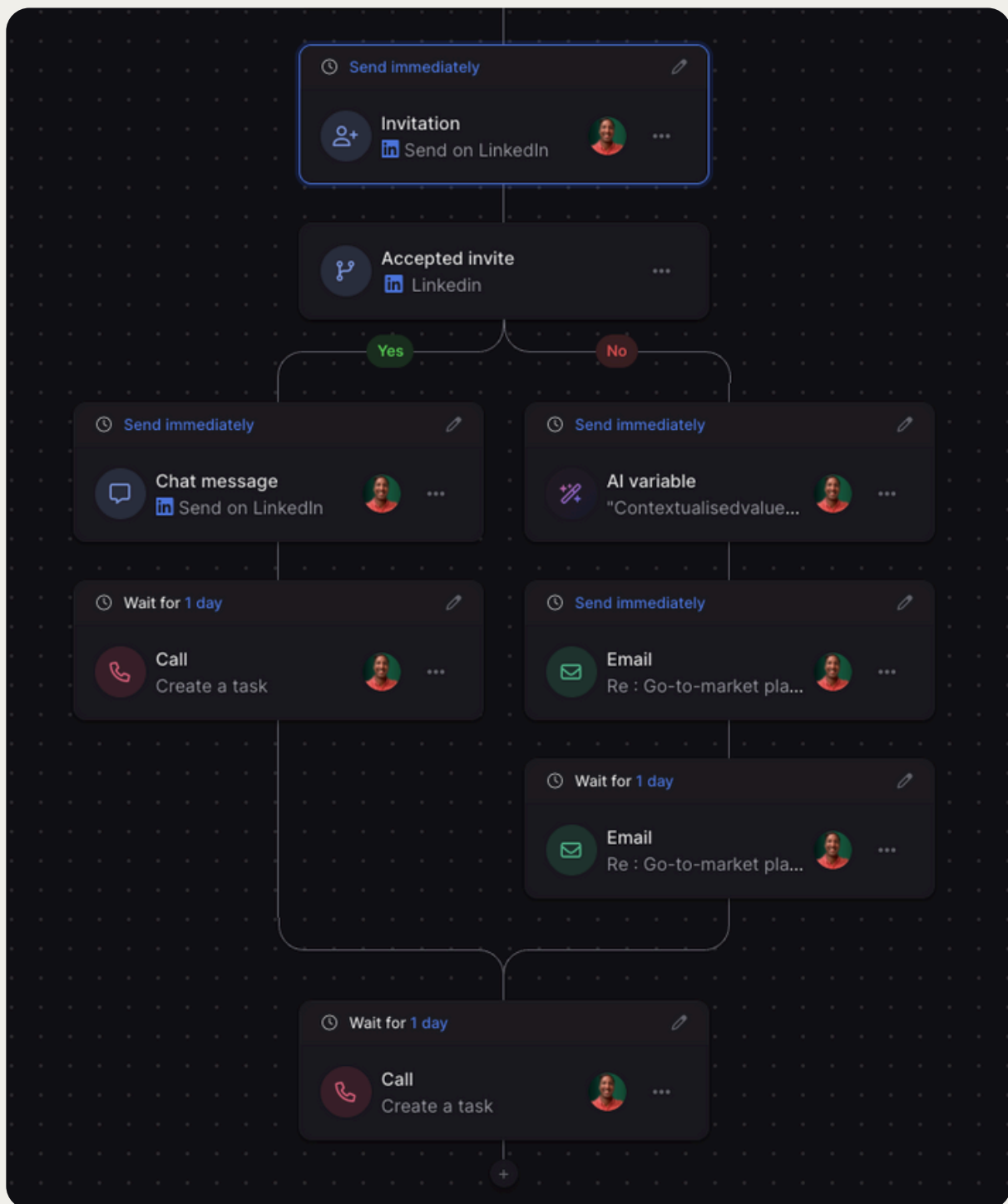
Partnership

Search the right data and ICP with Clay.com or Topo.io

Launch multithreaded outreach campaigns with Lemlist

Integrate all sales and marketing workflows using n8n

Update record and create predictive business on Hubspot

Create better user experience by validating consent using data

JumpLab.ai

Contact Information

Office

LACS Porto coworking, R. de Azevedo
Coutinho 39 Sala 1.1, 4100-100 Porto,
Portugal

Phone Number

+33.674410436

Email

jsoolen@jumplab.ai

aerrime@jumplab.ai