

Outbound Sales SOP (30-Day Pilot)

EventBoost (<https://eventboost.in>)

Objective

Generate qualified outbound pipeline and close initial EventBoost deals through structured cold outreach.

1. Ideal Customer Profile

Primary ICP

Event Organizers running paid or sponsored events, including:

- Conferences
- Summits
- Workshops
- Trade shows
- Webinars

Key characteristics

- Event size: 200–5,000 attendees
- Event frequency: 2+ events per year
- Actively promoting events online
- Uses Eventbrite, Meetup, Cvent, Hubilo, Hopin, or similar tools
- Has a website with an event page

Decision-makers

- Founder
- Event Director
- Marketing Manager
- Community Manager
- Conference Manager

Secondary ICP

- Agencies managing events for multiple clients
- Universities / institutes running recurring paid events

2. Offer Positioning

We help event organizers increase registrations and sponsorship ROI through targeted promotion without long-term contracts or agency retainers.

Key benefits to emphasize

- Pay-for-performance style promotion
- Faster registrations
- Better audience targeting
- Simple setup
- Ideal for repeat events

3. Outreach Channels

- Cold Email: 60%
- Phone Calls: 30%
- LinkedIn: 10% (connection + light follow-up)

4. Daily Activity Targets

Daily minimum

- 15–25 cold emails sent
- 10–15 cold calls made
- Follow-ups on all warm responses
- All activity logged

Weekly goal

- 75–125 emails
- 50–75 calls

- 3–5 discovery calls booked per week

5. Outreach Cadence

Day 1: Cold email

Day 3: Phone call + voicemail

Day 5: Short follow-up email

Day 7: Final follow-up

No more than 4 touches per lead in pilot.

6. Discovery Call Qualification

A lead is qualified only if they confirm:

- Upcoming or recurring event
- Budget authority
- Willingness to pay for promotion
- Timeline within next 30–60 days

7. Deal Expectations

- Typical deal size: \$300–\$600
- Upsell potential: \$3k–\$5k+ for multi-event packages

Pilot success benchmark

- 10–15 discovery calls booked
- 2–3 deals closed
- Clear learnings on objections and messaging

8. Reporting

- Total outbound touches
- Replies received
- Discovery calls booked
- Deals closed / in progress

- Top objections
- What messaging worked

9. Success Criteria

At the end of 30 days:

- If pipeline + closes exist, expand scope
- If activity exists but no signal, reassess messaging
- If activity is weak, pilot ends