



# The fastest growing B2B companies in DACH use this Signal Based Sales System to predictably win more customers

Copy the exact Growth Process we use to help our clients leverage Signals & AI, filling their calendars with qualified meetings while reducing their sales cycle to weeks.

*Without increasing head-count of their sales team, cold calling, online advertising, events or relying on referrals and their network.*

PREDICT  
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Experience from over  
400+ B2B cases with explanatory solutions

## Transforming The Way DACH B2B Companies Do Sales


Watch the Video Walkthrough here:  
[PREDICT Thesis - Video](#)

# Current Market Situation & Core Thesis

**“Stagnating business growth is not due to ineffective marketing, a lack of sales skills or declining market demand. It is a result of focusing on the wrong activities, in the wrong order, with outdated methods, and without a proven process.”**

As a founder or executive of an established B2B company with happy customers and product market fit, you know that your solution (service delivery or product) provides significant value in the marketplace and customers see the benefits of working with you.

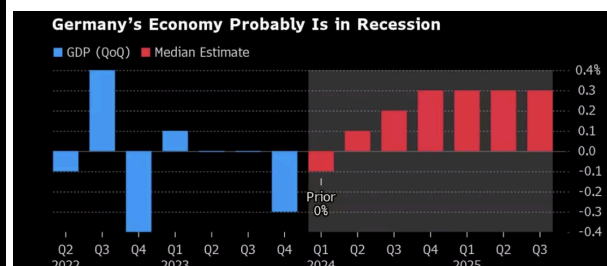
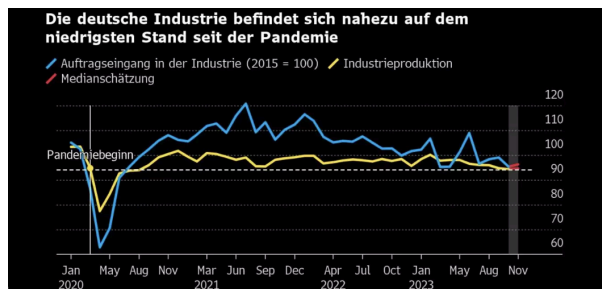
Most companies we work with have grown in the past years through their own network, referrals or inbound requests. Some had great experiences with cold calling or going to industry events, fairs. These channels decreased in efficiency over time and it's getting harder and harder to actually speak with enough relevant people. Going from a first meeting to winning an actual new customer seems even more difficult than before.

It can feel like:

- Everyone has budget cuts
- Nobody is ready to make an actual decision they just want to hear what's going on
- The amount of stakeholders involved to make a buying decision for explanatory products is constantly increasing
- CFOs and Finance people get more involved and buying decisions are more focused on ROI
- Sophisticated buyers are speaking to multiple of your competitors and prices get driven down
- More and more competitors emerge and it gets harder to position with a clear USP

If you have been around for more than 8 years you probably also experienced different macro-environments and their impact on buying decisions.

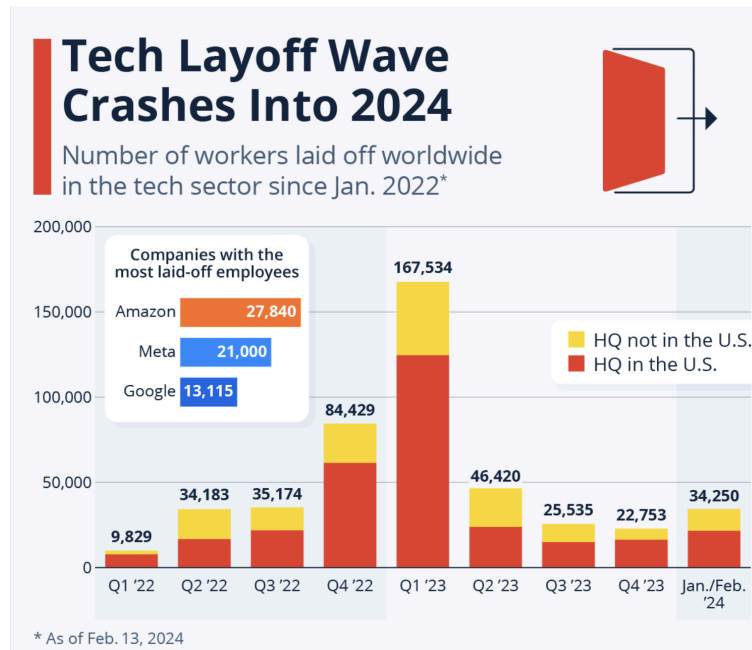
In 2024 the macroeconomic environment is marked by volatile interest rates, inflationary pressures, and increasing capital costs.



Source: <https://finanzmarktwelt.de/deutschland-das-verlorene-jahr-2023-ist-vorbei-ob-2024-besser-wird-ist-fraglich-296995/>

Source: <https://www.bloomberg.com/news/articles/2024-03-18/germany-is-in-recession-due-to-first-quarter-slump-survey-shows?>

In this environment, only those focused on profitable growth will thrive. Making it crucial for businesses to optimize sales velocity whilst driving down costs. Not surprisingly, an ongoing trend of mass-layoffs that can be observed lately.



Source: <https://www.statista.com/chart/29421/number-of-workers-laid-off-worldwide-in-the-tech-startup-sector-since-jan-2022/>

Such layoffs, as well as recession, war, inflation and lower purchasing power are stressors that affect everyone and that force adaptation. It's survival of the fittest.

Naturally, these factors have also significantly shifted how B2B buyers approach procurement and investment decisions. In times of cheap capital, companies prioritized growth at all costs, fueled by the easy availability of low-interest loans or investor capital. However, as the macroeconomic environment tightens, B2B buyers have become more conservative, prioritizing efficiency, cost savings, and long-term sustainability over aggressive expansion.

Sophisticated B2B buyers, therefore, are now focused on maximizing the ROI of every investment. They scrutinize vendors more thoroughly, looking for partners who can demonstrate a clear path to profitability and efficiency. The emphasis has shifted from just delivering innovation or growth to proving tangible, sustainable value.

**For B2B companies, this means that the long-term focus must be on efficiency: Maximizing Customer Lifetime Value (LTV), and thereby the value received by customers, whilst minimizing Customer Acquisition Costs (CAC).**

In short, the macroeconomic shift has forced sophisticated B2B buyers to be more selective and cost-conscious, making it imperative for every B2B company to balance LTV against CAC.



Focusing on profitability and efficiency ensures they remain competitive and attractive in a market where excess capital no longer fuels unchecked growth.

In this context, it is especially the relationship between CAC and LTV that is exceedingly important and must be carefully managed.

The reason is simple. If CAC is too high relative to LTV, a business loses its ability to generate cash reserves (aka profit) and as a consequence will burn through cash quickly. An unsustainable and dangerous strategy in a market where capital is expensive and less available.

On the other hand, this opens the possibility to outpace competition and thrive for those that achieve a **strong ratio of at least 3:1 LTV/CAC**.

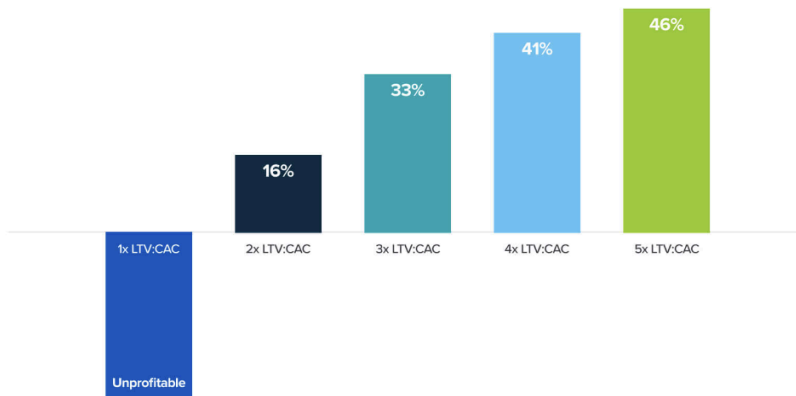
Implied margin structure at various LTV:CAC

		LTV:CAC				
		1.0x	2.0x	3.0x	4.0x	5.0x
S&M		\$100	\$100	\$100	\$100	\$100
% of gross profit		100%	50%	33%	25%	20%
(x) LTV: CAC		1.0x	2.0x	3.0x	4.0x	5.0x
Gross profit LTV		\$100	\$200	\$300	\$400	\$500
G&A		\$14	\$28	\$42	\$56	\$70
% of gross profit		14%	14%	14%	14%	14%
R&D		\$20	\$40	\$60	\$80	\$100
% of gross profit		20%	20%	20%	20%	20%
Implied operating income		-\$34	\$32	\$98	\$164	\$230
% of gross profit		-34%	16%	33%	41%	46%

Operating income as % of gross profit at various LTV:CAC

Source: <https://a16z.com/why-do-investors-care-so-much-about-ltv-cac/>

This ratio means that for every euro spent on acquiring a customer (CAC), the company should generate at least three euros in customer lifetime value (LTV). This balance ensures that the business is not only growing but also generating sufficient return on its marketing and sales investments to sustain long-term profitability and the ability to adapt to the market.



Source: <https://a16z.com/why-do-investors-care-so-much-about-ltv-cac/>

While everyone should be focused on increasing customer lifetime value and especially life-time gross profit (LTGP) by up/cross-selling your customers and leaning out operations, the reduction of customer acquisition cost (CAC) is even more important.

But decreasing CAC isn't just about cutting costs.

**It is as much a function of cost as it is of driving efficiency along the sales funnel.**

Think about it. In a hypothetical scenario where you and your competitor have the exact same workforce and cost structure. Those with the more efficient processes throughout the funnel will win. Those who cannot win new customers repeatedly, sustainably and profitably, will stagnate, lose market share and eventually perish.

If they are spending 10.000€ while you spend only 4.000€ to acquire a new customer - all other things being equal - guess who will be more profitable and competitive long term?

All of this leaves you with 2 options:

1. **Watch from the sidelines** with an outdated growth model, unsure what levers to pull to increase predictability, efficiency and output. Continue the Status Quo in a state of **capital inefficiency** "because nothing worked before", leading to steady decline in competitiveness, market share and revenue until your business is eventually crushed.

OR

2. Seize this opportunity to increase efficiency in your business, boost both revenue and profitability **by adapting, innovating and leveraging new technology**. Thrive in this difficult economic situation while outpacing your competition to dominate your market now and in the future by **reaching a predictable growth model** that enables long term profitability.



In our opinion there's only one feasible option.

## The answer is the PREDICT Growth Model

**The definite way to hyper-efficient growth & full predictability in the shortest time-frame possible.**

For context, we are the founders of PREDICT and have built and refined the PREDICT Growth Model over the past 4+ years whilst working with more than 432 B2B companies.



*Levin Germann, Co-Founder*



*Fabio Debus, Co-Founder*

This includes names like:

- Randstad Digital
- Accelerated
- Eficode
- IRON Media by Sebastian Szalinski
- Entity X
- Dr. Maier & Partner
- DRIP Agency
- DONE!Financials
- And many more.

With hundreds of B2B DACH companies with explanatory products and services and millions generated in profit, our track record isn't even funny.

For more References & case studies check out our website: [predict-ability.com](https://predict-ability.com)



The PREDICT Growth Model is the 2-step standard operating procedure we use with our clients to ensure that every B2B company can scale as efficiently and profitably as possible. It is based on data transparency, signals and AI allowing for the highest probability of success whilst reducing the risk of failure to a minimum.

To achieve this, we feed data points from your market, target audience and customers into our Signal Based data intelligence solution so that we can increase conversion rates across the funnel. In the next step we then continuously develop and test hypotheses to find the highest converting combinations of message + market, filling calendars with qualified meetings predictably.

This enables you to solve the forcing functions of the market and buy into an unfair advantage.

In the next 33 pages, we break down every single step of this down to its core. You can then either apply it yourself or take the shortcut and start with us.

So if you're a serious founder or executive and have a strong desire to grow the heck out of your business, whilst working with the best people in the world at this, we want you to book a call with one of the PREDICT founders using this link: <https://calendly.com/predict/gtm-session>

## Who This Is For

Before we dive into the process, let's review who this is for.

If you are a founder, CRO, CSO, Sales Lead or VP Sales at a DACH based B2B company with a complex service/offer that is highly explanatory (and needs to be sold by people) this paper is for you.

Especially if you believe that:

- Foundations are more important than tactics or the newest tool
- Data is superior to opinions or beliefs
- You provide extreme value for your customers and are proud of your work
- You have a valid skill set/service that is in need and it would be selfish of you to not work with more companies than you are currently doing
- Your internal "why" is achievable and you drive towards it
- Sales is a function of the its process and can be solved with the right variable input
- There is no problem that cannot be solved with the right data, processes and structures

Or if you have the following background:

- Grew comfortably for years just by leveraging your own network and customer referrals
- Most deals were closed by the founders or partners with a high closing rate average
- Events and trade fairs also were a good source of new leads and opportunities in the past
- Never really had a sales problem but experience a shift now due to the difficult economic climate with budget cuts and limited capital availability



- Experience long and chaotic sales cycles with cold leads that can go over months or even years
- Every deal is super competitive and you feel like prospects constantly want to haggle on pricing

This Paper is for you, if you:

- Tried hiring a Head of Sales, SDRs or “hunters” to outsource the problem but were disappointed (150-200k down the drain)
- You worked with your marketing to create a new website, do webinars, write articles, post on LinkedIn, and spend 100+ hours without feeling the impact
- Tried working with agencies that overpromised and underdelivered, never seeing an ROI
- You tried running Cold Calling, running Ads with LeadMagnets on LinkedIn, Google or even Meta but never saw an ROI
- You have had enough of spending a lot of money and time, getting promises then seeing no changes and no results
- You have a hunch that the solution lies somewhere else, and that there must be a proven process to solve for your situation
- You tried as a founder to step out of the sales game just to realize you need to jump back in to protect the company
- You suspect that most marketing agencies can not hold true to their claim and don’t produce the results they promise

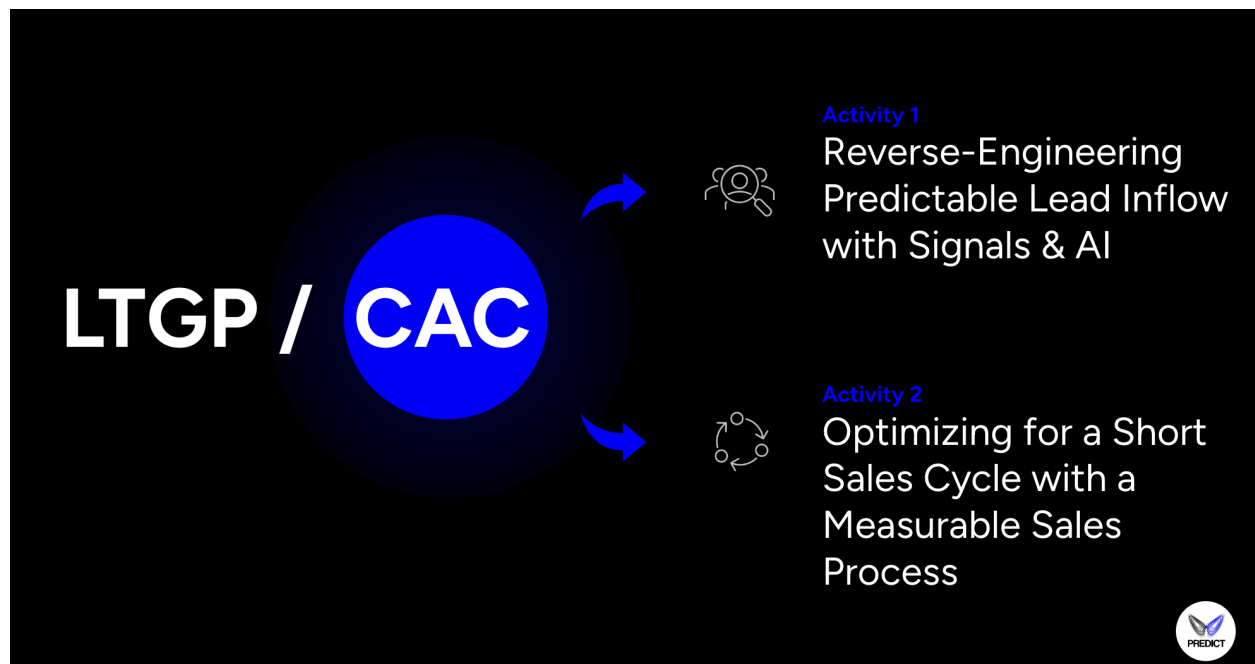


# The PREDICT Growth Model

Lets start with the basics: There is no quick fix to creating predictable growth in B2B.

No “push of the button” solution that will get you from where you are right now to market leading CAC and growth rates.

Our goal at PREDICT is to implement a systematic GTM approach for our customers that solves for the most granular problems in B2B marketing and sales - generating predictable lead inflow and shortening the sales cycle - in the right order, and once and for all.



## Activity 1: Reverse-Engineering Predictable Lead Inflow with Signals & AI

In the world of B2B sales with complex solutions, generating new customers begins with one essential step: Getting qualified meetings on the calendar.

While most Founders and Execs obsess over product features, pricing, or their next marketing initiative, the reality is that the number of possible meetings is dictated by three far more fundamental factors:

1. How many companies exist in your target market?
2. How many of them have an urgent problem you can solve?
3. Do they know who you are, and do they trust that you can help?



The answer to these questions is not only critical for understanding your growth potential in a strategic context but also for the efficient allocation of marketing resources.

But how can we answer these questions in a systematic and resource-efficient way?

Lets break down everything we do step by step.

## Step 1: Signal Based TAM Analysis

The first thing we do is to create full transparency over your target market.

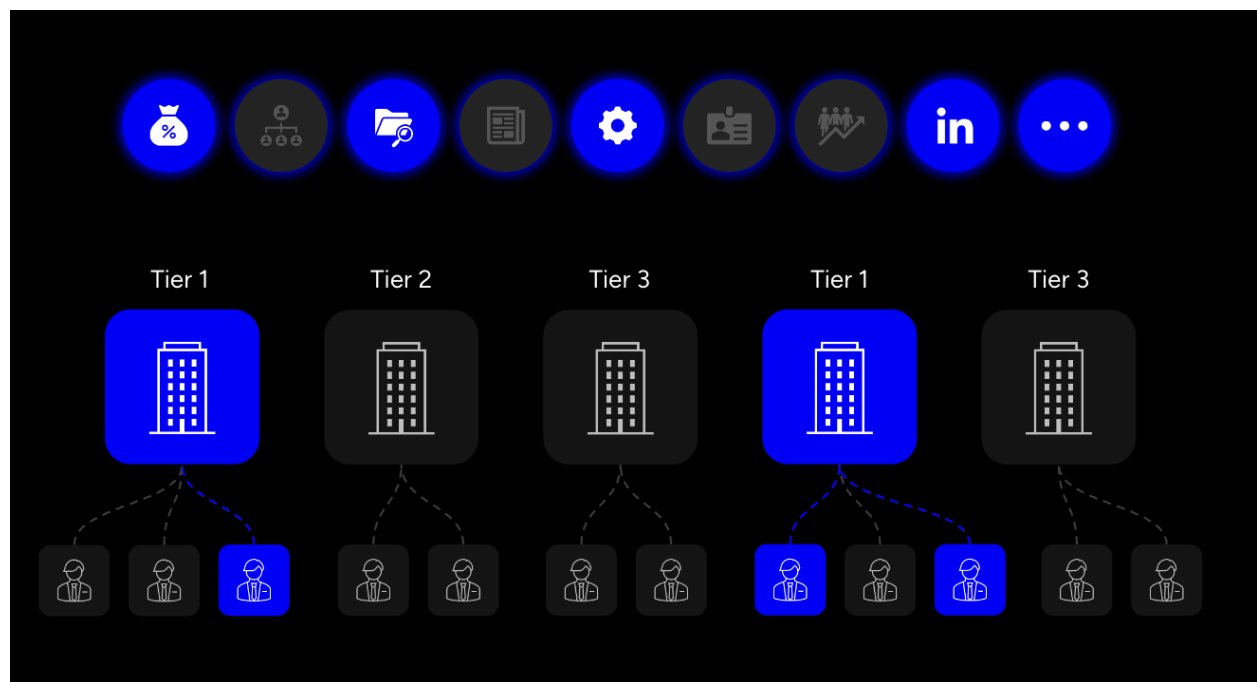
### Context and Explanation

Most of the B2B executives we speak with on a daily basis, have at best a rough idea of the companies in their target market in terms of industries, characteristics and most relevant personas.

Not ideal.

Therefore, first and foremost, we begin with generating a fully transparent and prioritized overview of your Total Addressable Market (TAM), determining the exact size and scope of the market your business can serve right now.

The list is then further refined, specified and prioritized using **Signals** - digital breadcrumbs that businesses and the people working in them leave day after day by broadcasting their needs, goals, and challenges publicly, and often unintentionally.





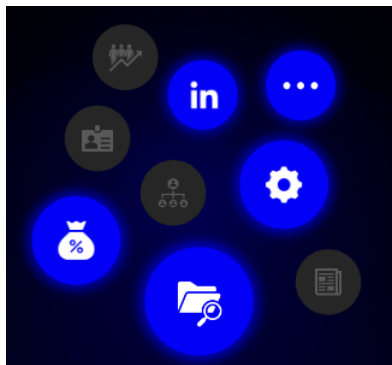
## On the Importance of Signals

Looping back to the current B2B landscape with budget constraints and rising competition, where capital efficiency and ROI are paramount, precision is of the essence. In this environment, an advantageous relationship between CAC and LTV can be achieved only when resources are allocated at the highest possible rate of return at any given point of time.

By performing a Signal-based TAM analysis we solve this problem from the ground up by incorporating real-time data and behavioral insights to prioritize companies & prospects based on actual, measurable signs of readiness.

By identifying companies that are actively demonstrating intent or exhibiting behaviors that align with your solution's value proposition, you can direct your marketing efforts at the right person at the right time - dramatically improving conversion rates across the entire sales funnel.

**For you, this means speaking with more people that are actually in demand of your solution every single week.**



### Types of Signals and Their Strategic Value

Although the range of potential signals is limited only in terms of creativity, let's examine a few key examples that will help illustrate their significance.

#### 1. Financial Signals:

Financial events—such as fundraising rounds, IPOs, or acquisitions—are among the most powerful indicators of a company's readiness to invest. These events often suggest that a company is in a growth phase and has newly available capital that may be earmarked for investments in tools or services that support expansion.

- **Example:** A Series C fundraising round indicates that a company is scaling aggressively and likely increasing operational complexity. This is a perfect opportunity to position your solution as a way to optimize processes, streamline scaling, or handle new operational challenges.

#### 2. Executive or Strategic Hiring Trends:

The hiring of key executives or new leadership is a direct signal of strategic shifts within a company. A new CTO or VP of Sales often brings a fresh mandate to overhaul existing processes, which could include evaluating and adopting new solutions.



- **Example:** A newly appointed Chief Data Officer in a mid-market firm may signal a company's shift toward data-driven decision-making. This creates a prime opportunity to introduce a solution that supports data management, analytics, or business intelligence.

### **3. Changes in Technology Stack:**

Technology adoption or migration events provide deep insights into a company's current operational priorities. If a company adopts a new platform or migrates to a cloud infrastructure, it often opens the door to new, related solutions that need to be integrated into their ecosystem.

- **Example:** A company moving from legacy software to cloud-based infrastructure may need complementary SaaS solutions for project management, security, or compliance. Identifying this shift allows you to craft outreach that directly addresses the challenges of such a transition.

### **4. Public Announcements and Strategic Press Releases:**

Corporate communications, such as press releases or interviews, reveal strategic priorities and shifts in focus. If a company announces a product launch, a market expansion, or a new strategic initiative, these are signals of imminent changes that may require new tools or services to support those efforts.

- **Example:** If a company publicly announces its entry into a new geographic market, this signals an opportunity for your solution to aid in localization, compliance, or market penetration strategies. Tailoring your outreach to align with these initiatives makes your solution more relevant and timely.

### **5. Regulatory or Market Shifts:**

External pressures such as new regulations or changing industry standards can force companies to adopt new solutions to remain compliant or competitive. These signals are particularly potent in industries like healthcare, finance, and technology, where regulatory compliance is critical.

- **Example:** A regulatory change in data privacy laws might drive a sudden demand for data management and compliance solutions. Companies affected by these laws are often in immediate need of solutions that ensure their systems remain compliant.

### **6. Competitor Movements:**

The actions of competitors—such as product launches, expansions, or partnerships—can trigger a response from your target companies. If a competitor is innovating or capturing market share, other players in the same space may feel the pressure to respond by investing in similar or better tools.

- **Example:** If one of your target companies' competitors has just launched a new product that threatens their market share, they may be in the market for a solution that helps them differentiate or catch up. This can be leveraged to position your solution as the competitive edge they need.



## 7. Social Media Activity

Today everyone is constantly posting, commenting and engaging on social media. We can capture all of this activity and use it to our advantage.

- **Example:** A surge in LinkedIn posts by key executives, sharing thought leadership pieces about digital transformation or operational efficiency, can signal a company's intent to modernize its processes. Alternatively, If your competitor's posts on new industry trends or product updates are getting heavy engagement from your target companies, this indicates a potential readiness for similar solutions. By monitoring engagement (likes, shares, comments), you can tailor your outreach to address those same pain points with a unique angle.

## 8. Online Advertising

Many companies invest in running Ads online on Google, META and other platforms. This not only indicates demand, but often also opens possibilities in analyzing their current marketing strategy, identify areas of improvement and use them in your messaging when engaging with these individuals.

- **Example:** If a company begins running Google ads for their new product line, this could indicate they are ramping up efforts for market penetration and may be in need of complementary tools like CRM software, sales enablement platforms, or marketing automation. At the same time, it indicates a strategic focus on inbound marketing activities and therefore opens the door for a conversation on the optimization of the existing setup.

## 9. Department Size and Hiring Trends

Thanks to LinkedIn or Xing you can have a good overview of hiring trends of a company in your target market. Not only by analyzing open positions but also growth or decline in specific departments give you an overview of their strategic priorities.

- **Example:** Rapid expansion in the marketing department—especially new hires focusing on demand generation—suggests that a company is investing heavily in lead acquisition and might need solutions to streamline campaign management, analytics, or CRM integration. Timing your outreach to coincide with these internal shifts increases your chances of engagement. At the same time if a company is hiring aggressively for senior positions in product management or operations, it may be preparing for a large-scale product launch or expansion. This is a prime time to focus your messaging on problems that can emerge before a launch and how to solve them.

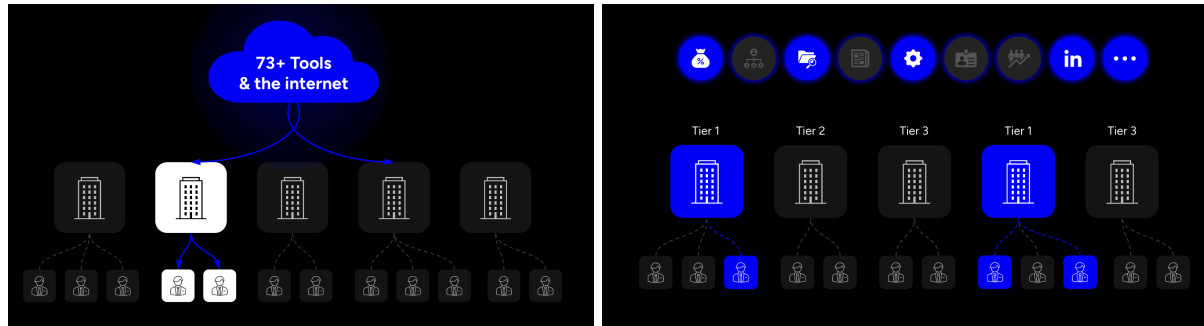
## Interpreting Signals automatically

This TAM Analysis immediately enables our customers to identify market opportunities by clearly understanding the size and structure of their market, prioritizing the allocation of marketing resources on high-intent segments and improving forecasting and strategic planning through realistic projections of the growth opportunities present at any point in time.



Achieving this outcome used to be a tedious, inaccurate, resource intensive and manual research process performed by entire SDR Teams over months or even years. All for a broad overview of market potential, after which normally would have to hire a Data Analyst to begin analyzing and operationalising the data.

Fortunately, it doesn't have to be this way.



Today, we leverage AI, automation, and over 73 tools, databases and web scrapers to capture real-time data about your market. This allows us to create a list of ALL relevant companies and personas, which is then enriched with signals automatically, all within a day. We then run Large Language Models (LLMs) - Artificial Intelligence trained for specifically this use case - over the list to interpret the data and uncover low hanging fruits & big leverage activities immediately.



## Step 2: Nailing down the ICP

Before we can start conversations with this newly defined target audience, let's take a step back and remember that every top of funnel marketing activity has one goal: get a reaction.

A demo, a meeting, a reply—that's it. To make this happen, we don't need to pitch features or boast about benefits. That's for later. Right now, we need to spark just enough interest for them to give us their time.

How? Relevance.

Not vague, generic relevance. We're talking about the kind of relevance that makes your prospect feel like you've shadowed their workday. Like you're in their head. Like you get them.

To do so we must start with creating an accurate and representative **Ideal Customer Profile**.

The ICP consists of the following parts.

### **Current State:**

Put yourself into your target personas shoes.

What's their day-to-day look like?

What tools are they working with?

What team structure do they operate in?

What processes are they running and which inefficiencies are present?

What about the market, how does it affect them?

Are they feeling the pressure of the current economic climate—budget cuts, shifting priorities?

### **Desired State:**

Now that we've established how your ideal customers currently operate, it's time to deep dive into their goals.

Where do they want to be? What dreams, goals and ambitions do they have?

Why do these matter?

And what happens if they don't reach them?

Understand their goals on both a company and personal level. Do they want to hit that next growth milestone or just survive the quarter? Knowing this is critical.

### **The Problem:**

At this point, if we've created a clear and accurate picture of the current and desired state, one thing will have become abundantly clear: The gap.

Why aren't they already in their desired state? What roadblocks are in their way—limited resources, outdated tech, slow processes? What misconceptions or objections are holding them back?

**The Alternatives:**

What are they doing instead of working with you?

What are they trying on their own?

What have they tried before?

How is that working out for them, and what's the downside?

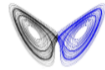
**Your Solution:**

This is where you come in.

How does your solution bridge the gap between their current state and desired state?

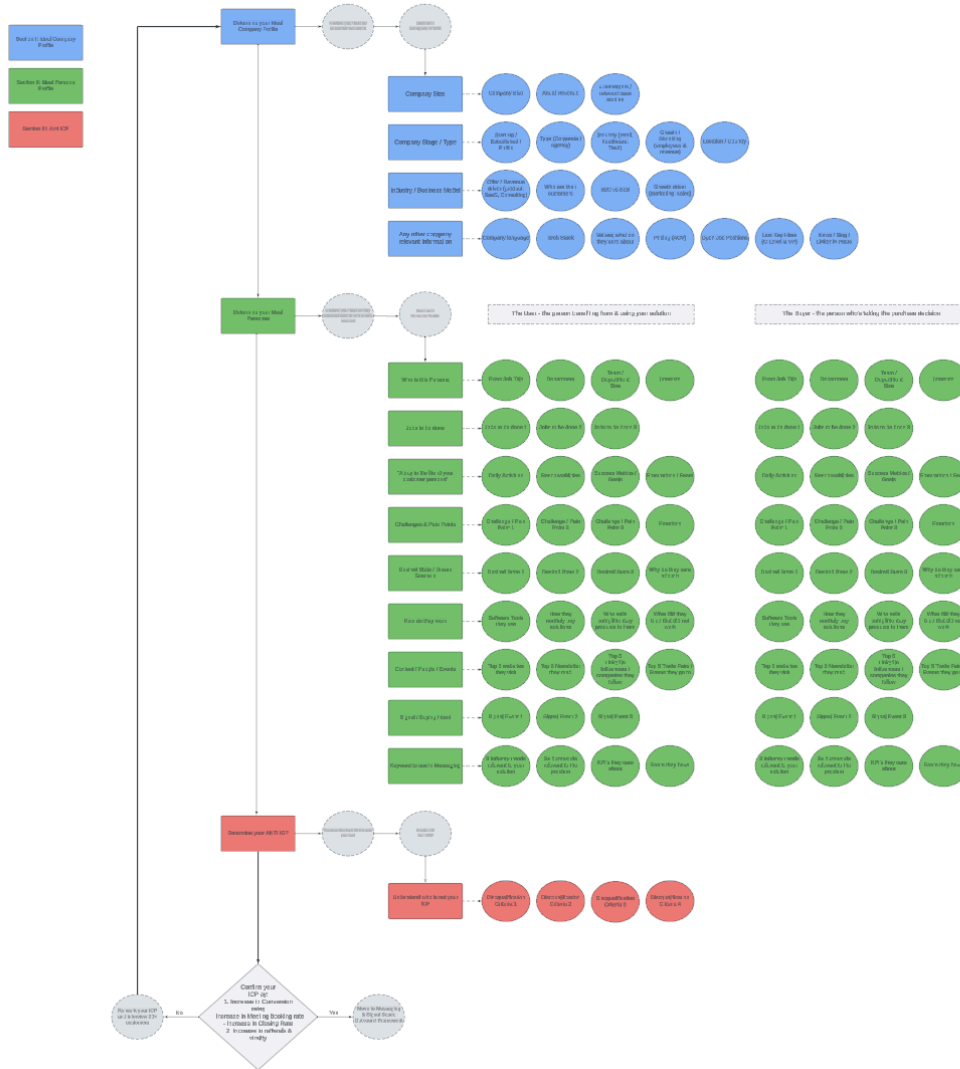
What's the one key transformation you can offer that bridges the gap between their current and desired state, and solves their problem in a way no one else can?

The more granular you can be about these details, the better you can create hyper-targeted messages that don't just speak to your ICP's needs, but resonate deeply with their lived reality.



## STEP 0: HOW DACH B2B COMPANIES WITH COMPLEX SOLUTIONS BUILD THEIR ICP TO BOOK QUALIFIED MEETINGS

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You can use this framework to set up your ICP by step.

Link to the framework: [PREDICT ICP Framework](https://predict-ability.com/predict-icp-framework)

### What if I don't know the answers to these questions?

If you now realize that you actually have no idea about who your ICP is and what exactly is important to these people - good. Then we just uncovered a foundational issue that must be addressed before any other activity in the area of sales and marketing make any sense.

The good news: There is a repeatable and validated process that you can use to get a crystal clear view of your ICP within just a few days.



#### ICP Validation Process:

1. Make a list of your 20 best customers (or potential customers)
2. Reach out to them one by one, using this template and process
3. Stop only after you booked at least 10 interviews with them
4. Build your ICP questionnaire using the Mom Test method
5. Document and analyze the answers

The idea is simple - you realize you don't know your target audience well enough. So you have to go and speak to them.

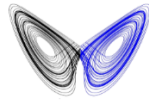
But you don't want to go into the conversation with all of your biases and misconceptions woven into the questions you ask. You want to get the unbiased, unfiltered and true problems and desires that your target audience really experiences. For that reason, it is critically important you read the Mom Test before and follow the method outlined in the document when setting up your questionnaire.



## Step 3: Creating a Hyper-Targeted Messaging Framework

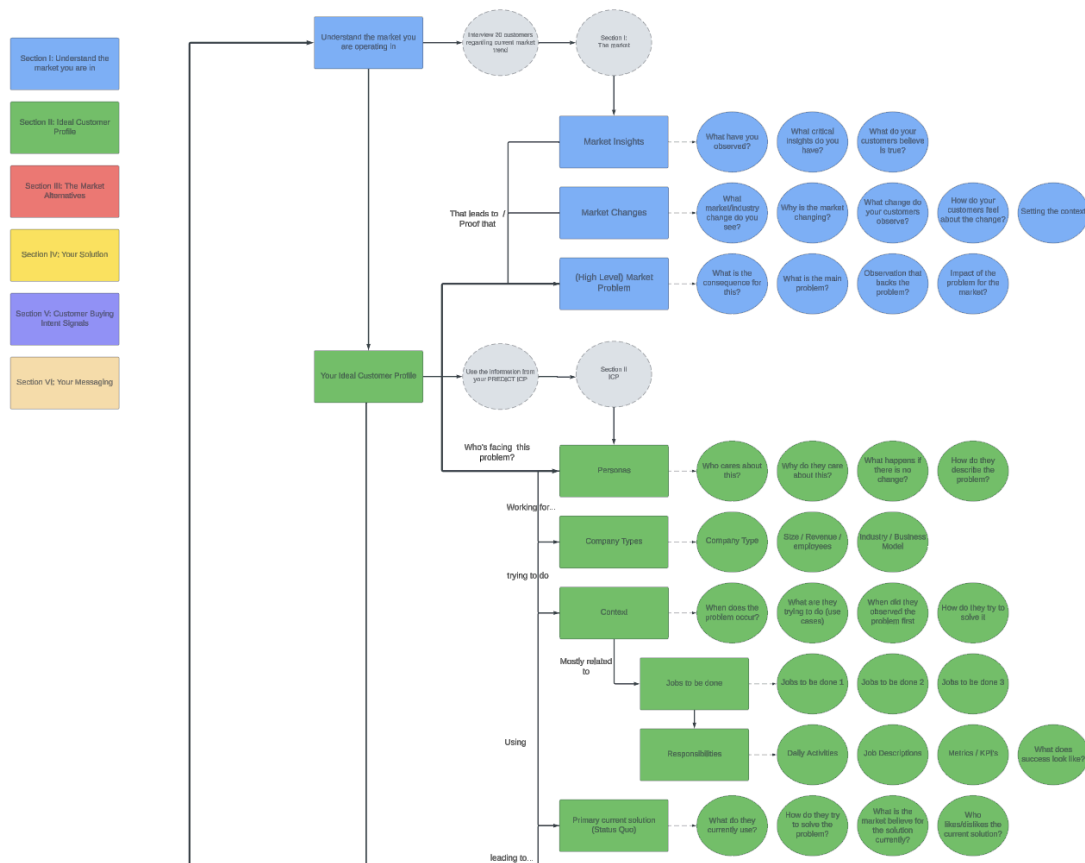
Here is an even more in depth guide on how to Fill your pipeline:

☰ PREDICT - Growth Process - Filling your pipeline



### STEP 1: HOW DACH B2B COMPANIES WITH COMPLEX SOLUTIONS BUILD SIGNAL BASED INTERNAL OUTBOUND Systems (SIOS)

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You can use this framework to set up your ICP step by step.

Link to the framework: [PREDICT Messaging Framework](#)

With a fully enriched TAM with all relevant signals and a crystal-clear ICP in mind you can now begin creating the messaging concept.

## The importance of Relevance



Before we jump into the exact framework to use, remember this foundational rule: Relevance is everything. Your message needs to show your target audience that you understand their current reality—what’s keeping them up at night, what they’re up against, and where they want to go. The more you can make them feel like you’ve been walking in their shoes, the more likely they are to respond.

The reason for why this works is pretty straight forward. When your messaging is tailored to your ICP, grounded in relevance, and delivered at the right time, it stops being a cold email or LinkedIn message—it becomes a conversation starter. You’re not pushing your product or service; you’re offering a lifeline, a solution to a real problem they’re already thinking about.

### **Here’s how you do it:**

**Address the ICP Directly:** Whether it’s the executive who’s frustrated with long sales cycles or the marketing lead who’s struggling to generate qualified leads, you need to speak directly to their role and what it means for them personally.

**Timing is Key:** Leverage signals. Are they expanding? Going through a merger? Hiring like crazy? Use these signals to time your outreach perfectly—so it feels like you’re showing up at the exact moment they need you.

With that in mind, let’s break down the messaging framework step by step.

### **The Subject Line:**

First impressions matter. The subject line should be tailored to what’s important to them right now. It could reference their industry, a problem they’re likely facing, or a timely signal (like a recent hiring spree or new funding round). Keep it tight, make it specific.

### **The First Line:**

Start with a bang. Reference something specific about their situation. Maybe they just hired five new account execs or raised Series B funding. Show them you’re paying attention. This is where all that work on signals and the ICP pays off.

### **Propose the Problem:**

After you grab their attention, it’s time to hit them with the pain. Describe the problem they’re likely facing in clear, concise terms. It should be something they’re either already aware of or will immediately recognize as an issue.

### **Provide a Solution:**

Briefly outline how your solution fits in. But remember, this isn’t a pitch. You’re not selling the solution yet—just pointing out that there’s a way forward. This is about sparking curiosity and getting them to react, not closing a deal.

### **Utilize Social Proof:**



When in doubt, all humans default back to the herd. This is a fundamental psychological truth that is static and will never change, which is exactly why you want to use it to your advantage. Drop the most relevant logos and case studies for them, and the outcomes you were able to achieve for them. Use KPIs and show the timeline over which the transformation took place. Be as specific and audacious as possible.

### **Call to Action (CTA):**

Time to wrap it up with a low-pressure ask. The goal is to move the conversation forward and get to the next step. Make it clear and easy for them to respond.

### **Industry Lingo:**

The final ingredient is hitting the right tone of voice and language for the person you are speaking to. Talk like they talk. Use industry lingo, reference common pain points, and mirror their tone. This makes it feel like you're part of their world, not an outsider trying to sell something.

## **Step 4: Iterate for Message Market Fit using the Scientific Method**

The final step is to methodically A/B test your messaging with the market until you find the right combinations of target audience, signals and content.

By utilizing the right PREDICT framework that has been validated with hundreds of thousands of data points, this process can be turned from an art into a science.

Being scientific here, means breaking the message down into its constituent parts and treating each of them as well as the whole as a hypothesis to be validated or falsified with the market.

Don't try to change the entire message. You want to split test as specifically as possible and isolate individual variables with at least 500 to a 1.000 prospects at a time. Monitor response rates and engagement, learn from the feedback, and adapt.

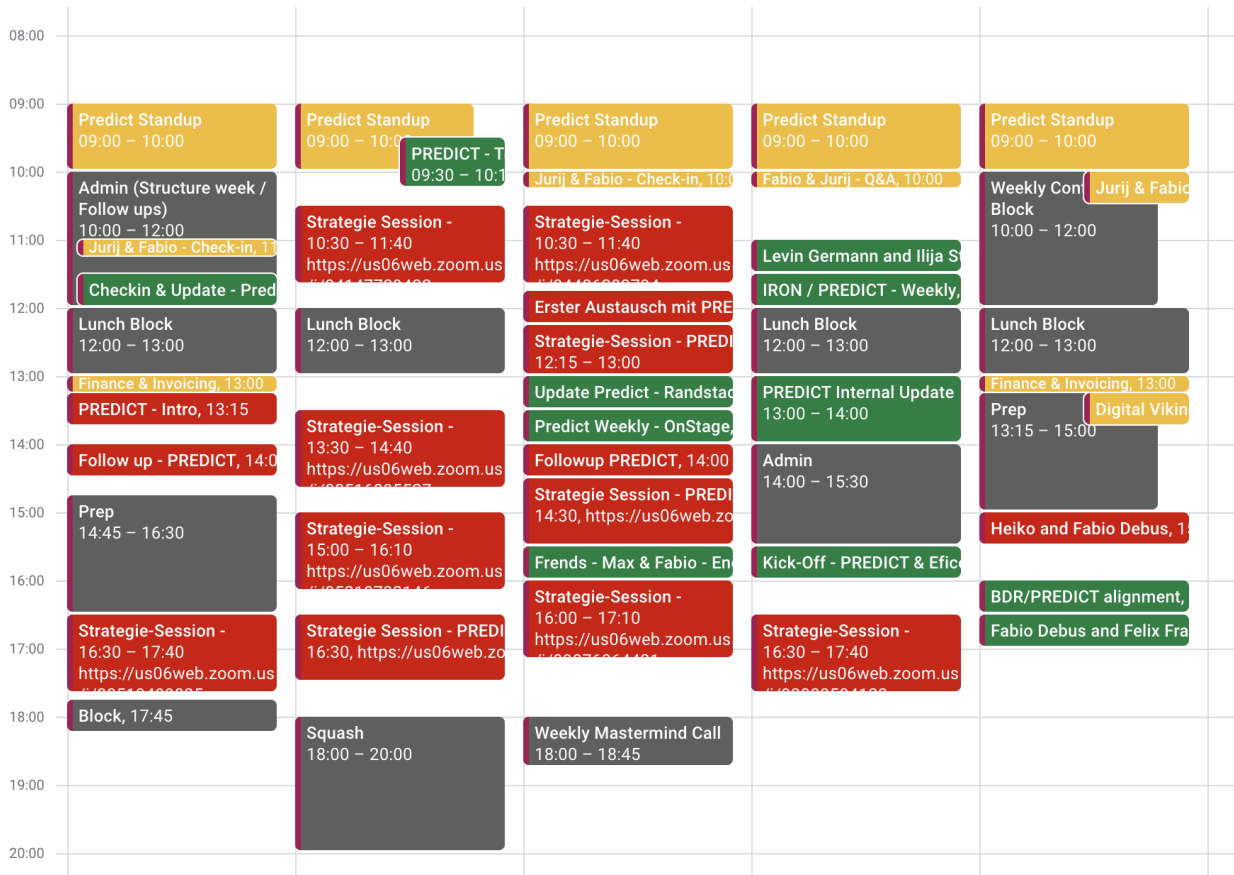
Consider that nothing is static, and that there is a very real possibility that your assumptions about your ICP were off, and that you will have to go back and edit it if you get sufficient feedback from the market. We update our ICP once every quarter based on the market feedback we receive.

Response rate benchmarks vary significantly depending on region, industry and stakeholder group. But for the purposes of this document, you should aim for no less than 10-15% reply rate and 1-3% meeting booking rate, as well as 50-70% open rates (if you choose to track them).

If you've done Steps 1 to 3 correctly, this process should lead you to a highly converting message within 2-6 weeks of testing for any combination of target audience and signals selected.



## Result: A Calendar full of Qualified Meetings



Every appointment **in red** is a qualified sales meeting.



## Activity 2: Optimizing for a shorter sales cycle by establishing a measurable & methodical B2B sales process

Once we have implemented the right steps to generate a predictable inflow of relevant meetings, we don't want to stop there. While the meeting is the first step to start a sales process when selling to sophisticated buyers, there are a lot more steps that need to be taken to go from a coldish first relevant conversation to a hot opportunity that is ready to buy.

If we go back to our main hypothesis (LTV:CAC should be in a ratio of 3:1), then we need to identify what the main driver of CAC is in the sales process: **The length of the sales cycle.**

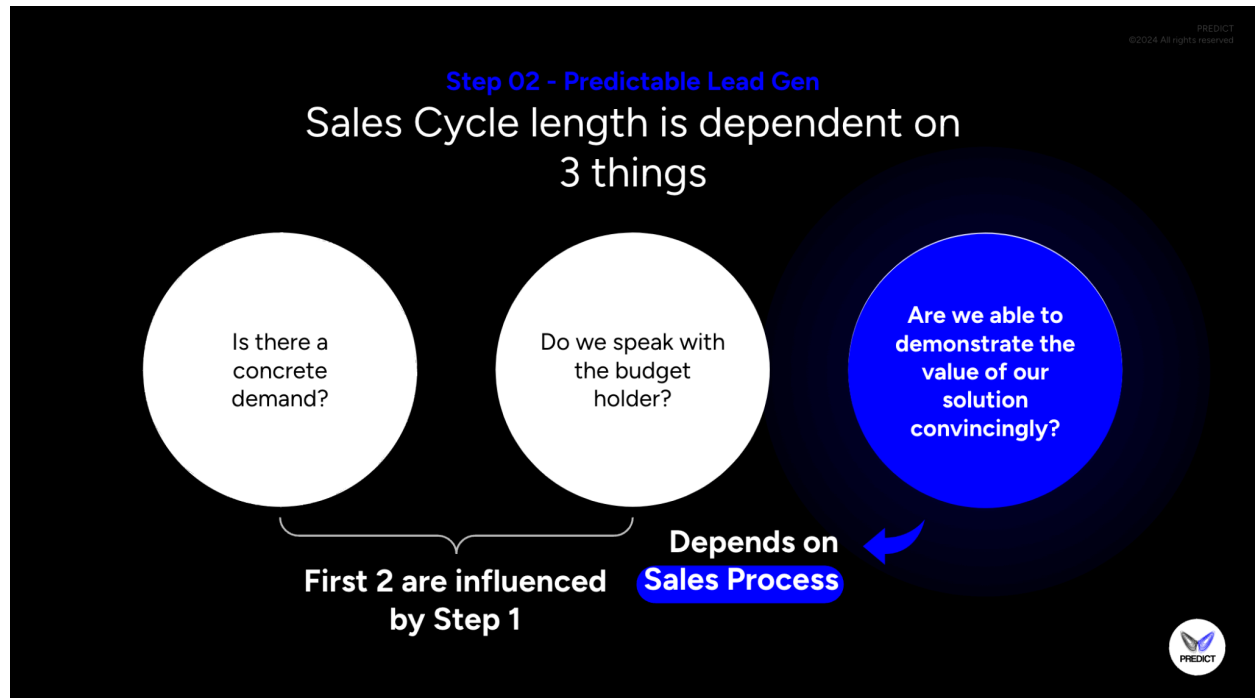
Understand that the length of the sales cycle heavily influences your customer acquisition cost because for every day that passes, you need to pay your experienced (and expensive) sales reps or spend your own time as a founder or executive (even more expensive) in numerous meetings, prepare workshops, travel to in person events, etc. Each of these interactions add to your Customer Acquisition Cost and take away from your bottom line - even if you're unsure if the deal will even close.

By this logic, the worst case scenario you need to avoid is spending a significant amount of your time (and money) on deals which at the end do not convert - sadly, a reality that most B2B companies face every single quarter.

But it doesn't have to be this way.

When going back to first principles, we see that there are 3 questions that influence the length of the sales cycle:

1. Does the company have a concrete demand / goal that has strategic and (C-Level) priority
2. Do you speak with the right economic buyer at the company that has or influences the budget decision
3. Are you able to demonstrate the value of your solution convincingly to all relevant stakeholders



If you've paid attention until now you will realize that, if we do Activity 1 correctly, this automatically means that the first 2 variables are given - **BEFORE we start with our sales process.**

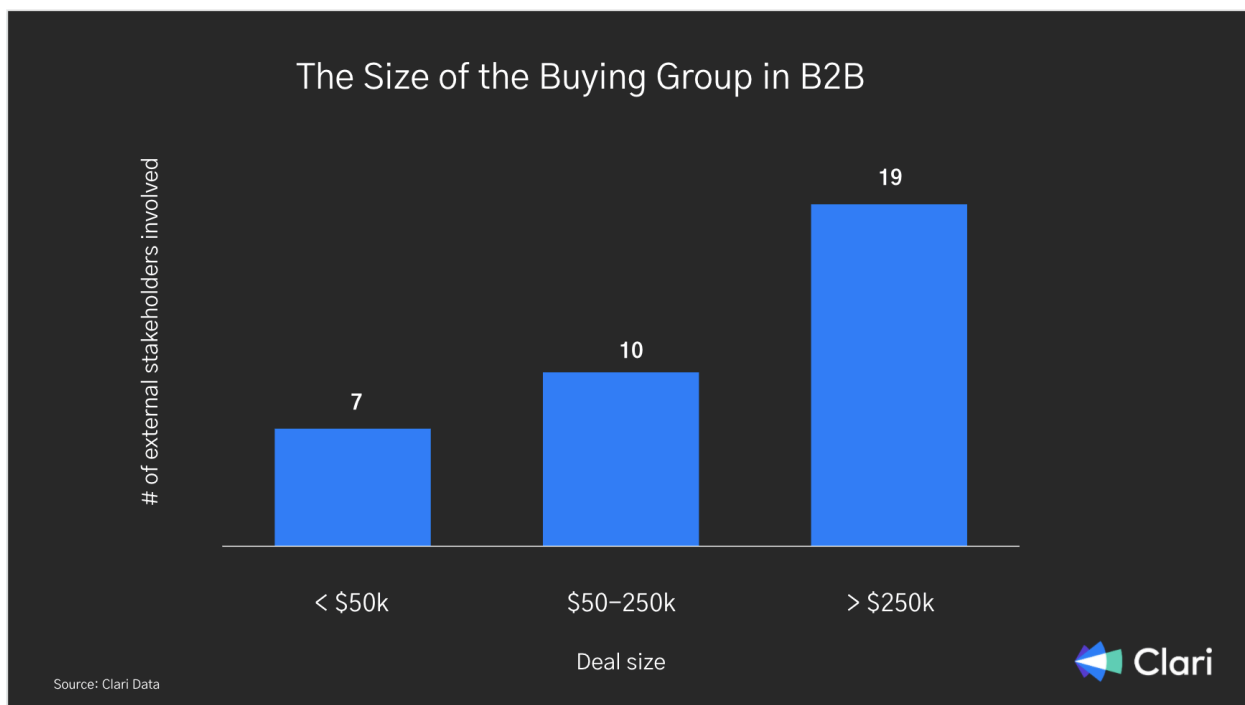
We're basically  $\frac{2}{3}$  of the way there already.

Therefore, in the following section we will concentrate our focus on giving you the tools and frameworks to master the third variable.

## The Changing Nature of the B2B Buyer

Before we jump into the tactics and step by step guides, let's have a look at the market environment once more.

Today's B2B buyers are better informed, more selective, and involve a wider range of stakeholders in their decision-making process. This shift has been amplified by the current macroeconomic environment, where financial scrutiny and risk aversion are high. Decision cycles are lengthening, CFOs and finance departments are more involved, and companies are prioritizing cost-effective solutions that promise measurable ROI.



Source: Clari - [The New Norms of B2B Sales](#)

Understanding and aligning with this changing buyer behavior requires a methodical, measurable sales process that is **adapted for your specific target group and solution**.

## Why Reverse-Engineering the Buying Process Is Essential

As we have established before, the main reason for why sales cycles extend to months and years, driving up CAC in the process, is due to a **lack of control**.

This means that you need to do anything in your power that allows you to get and retain the control over the process.

In the context of today's market where purchasing decisions are made by sophisticated buyers in multi-stakeholder environments, reverse-engineering their buying process is key.

This involves understanding the journey from the buyer's perspective, identifying the key decision-makers, and aligning sales activities accordingly.

By doing this, you learn to anticipate buyer needs, adapt to decision timelines, and address potential objections proactively. It also allows you to take charge of who you speak with when and in what order, so that you can convey the right parts of your sales argument to the right stakeholders at the right time.



Contrary to this, most B2B companies currently follow a different approach, where most if not all of the control over the sales process lies with the prospect. After the demo or sales meeting, a PDF offer is sent out and the prospect now decides on the next steps as well as when and how the deal is going to progress. A recipe for disaster.

You need to understand that most B2B buyers make a purchase decision for your solution often for the first time. Even if they were 100% convinced of the value of your solution. They are not equipped to present it convincingly to their Board, CFO or Investors.

You on the other hand are constantly in meetings with prospective buyers and your existing customers to gain and develop an understanding of why your solution is needed, what objections come up, what risks are involved and what benefits are gained.

So why would you give the control to a stakeholder that:

- a) Never has done it before
- b) Has an information gap
- c) Has their own interests and politics to worry about

Of course they know their organization better. But it's your job to gain even more understanding of them and use your industry knowledge, product/service knowledge and experience to support and consult them to the right decision for the organization.

**With that being said - let's now go through the entire process of setting up a methodical B2B sales process step by step.**

**Here is our guide on what it means selling to a sophisticated buyer:**

 **PREDICT - GROWTH PROCESS - Understanding the Sophisticated Buyer**

## Step 1: Mapping the Buyer's Journey

The first step in creating a methodical sales process is to understand the stages your target buyers go through. Typically, the B2B buying journey includes the following 5 stages (of course you can even go deeper, especially in stage 2 & 3):

1. **Problem Identification:** The buyer becomes aware of a problem or opportunity. That can be driven by stakeholders BTL (below the line) who are confronted with the problem during their day to day operations or stakeholders ATL (above the line) that know of the problem and want to tackle it as a strategic priority. ATL priorities often have an impact on company growth, efficiency or decreasing cost.
2. **Solution Exploration:** The buyer researches potential solutions, including competitors, and evaluates options. This can also include asking peers and developing a feeling or understanding of the potential options that are out there.




3. **Vendor Shortlisting:** The buyer narrows down options based on specific criteria, such as cost, ROI, and functionality. That step is sometimes not a conscious step during the procurement / buying process - but it happens every single time.
4. **Internal Consensus:** The decision is made collaboratively with various internal stakeholders, such as department heads, finance, and IT. Again, it is important to understand who will be involved and with which agenda, to really understand how you need to position your solution to the relevant stakeholders.
5. **Final Decision:** The final decision is made, contracts and NDAs are signed, and the solution is integrated into the organization.

Understanding these stages allows you to craft specific messages, presentations and sales interactions that align with which stakeholder you are speaking with and where they are in their decision-making process to influence how and with whom they will move forward with.

You must account for the specific nuances of your market, product, and customer. For example, in enterprise-level deals, the decision-making process is often lengthy, with multiple stakeholders across different functions and multiple competitors. This means more complexity and a longer sales cycle on average, but also a greater reward.

If you are targeting SMBs or have a lower average contract value (ACV) you most likely will have less stakeholders involved and therefore the potential for swift decisions and a higher sales velocity. At the same time you will then have to deal with more competitors and more budget sensitive buyers, meaning you have to be incredibly precise and avoid any mistakes or unawareness in negotiations to avoid a pricing race to the bottom.

#### **Understand the B2B Buying Journey in detail:**

 PREDICT - GROWTH PROCESS - B2B Buying Journey

## Step 2: In-Depth Analysis of your current Sales Funnel

After you gain the outside view and “walked in the shoes of your potential customers” you need to develop a detailed understanding of your current sales process. The goal is to analyze what is currently working and what isn’t.

For this, we don’t want to rely on opinions or feelings. We want to focus on facts, and cold heart data.

***Remember: Only that which is measured, gets improved.***



The quickest way to mathematically evaluate your current sales process is through a funnel analysis and win/loss analysis. This will help pinpoint where the process is working well and where it needs adjustment - so you don't waste your time and resources working on the wrong thing.

**Funnel Analysis:** This involves mapping out the stages of your sales funnel - from lead generation to close - and analyzing conversion rates at each step.

For example:

- How many meeting requests do you get per week and how many of them actually show up for the demo?
- Or are you getting enough first meetings, but those leads aren't progressing to the next pipeline stages?
- Are deals stalling after pricing discussions or after you send out your offer?

By methodically identifying bottlenecks and leaks in the funnel you can focus on the areas that are currently blocking you the most and iterate the process until you achieve your desired conversion outcome.

Lastly, you not only want to track the average conversion rates throughout the funnel, rather you also want to evaluate in which stage deals stagnate for how long & why. Oftentimes this will allow you to spot inefficiencies and open up ways to shorten your sales cycle and increase sales velocity.

**Win/Loss Analysis:** Although this is more of a qualitative approach, a detailed win/loss analysis is equally important. By reviewing past deals - both successful and lost - you can identify patterns in buyer objections, decision timelines, and key competitive advantages. This data helps inform improvements to your process, messaging, and engagement strategies.

You are looking for patterns and similarities between accounts you have won and accounts you lost. This will give you an overview of what is working and where you need improvement.

The more detailed the win/loss analysis is the better the results will be. Consider including things like:

- 1) Loss Reason
- 2) Stakeholder first touch point (which channel, which job title, when)
- 3) Pipeline stage (before setting to loss)
- 4) # of meetings during sales process
- 5) # of stakeholders involved (function, seniority, job title)
- 6) Competitors involved?
- 7) Main objections during the sales process?
- 8) All qualifying metrics were there? (could be MEEDDIC or similar)
- 9) Closing plan & stakeholder map was created?

Here is a template for a win/loss analysis you can use:



## Step 3: Creating a convincing Sales Argument for the sophisticated buyer

Creating a convincing sales argument for the sophisticated buyer can be broken down into three fundamental steps:

- 1) Getting Thesis Buyin
- 2) Establishing your Solution as the Vehicle
- 3) Methodically removing all obstacles to the deal

Lets go through these steps one by one.

### Creating your “Thesis”

Selling to sophisticated buyers (as we do in B2B) requires that the prospect “buys into your thesis”. The thesis is the argument on which the feature hypotheses of the services and products were based.

The key concept is that if the prospect buys into your thesis, they will buy into your products and services. If the prospect doesn’t buy into the underlying thesis upon which the product features were hypothesized, then the prospect will never buy into the product or solution.

If the prospect buys into the thesis, then they will likely buy into the vehicle or product.

If the prospect buys into your thesis more than a competitor, then you will win the business.

The best way to explain your thesis is with a visual diagram and rock-solid evidence. We use flow diagrams made with lucidchart: [PREDICT Flowcharts](#)

The thesis clearly shows that you understand the transformation and steps the customer needs to take to **achieve their desired state better than they do**. Once the prospect realizes that you understand this transformation more than they do, they will trust that whatever you are selling them is good for them.

The sale becomes a function of price and not the product. This is the position you want to be in. You want to be thought of as the trusted expert, not a salesperson. In order to achieve this status, you will need to articulate your thesis.

This section is meant to be extremely educational and useful to the customer. Even if the customer doesn’t buy, they should still feel like they received a ton of value from speaking with you.

### Framing your Solution as the Vehicle

Once the prospect buys the thesis and associated transformation, you want to introduce the features of your offer and clearly show how the features tie into the thesis and benefits.

Sophisticated buyers love detail. They love to know exactly how everything works. They want proof and examples. They are looking to believe that you can actually pull it off.



This means that now is the time to walk them through each feature and always ask if the prospect understands the feature and how it delivers the benefits. You want to always show proof and speak to the benefits & outcomes, more so than the technicalities.

An extremely important ground rule to follow is that **you do not want to feature dump ever**.

Feature dumping is just throwing technical information at the prospect and hoping that they connect the dots between the features and benefits. Don't be a feature dumper. Make the connection between the features and benefits crystal clear and rock solid.

General rule: If you are explaining a feature, always tie it into a benefit and outcome. How does it change their life? That's what you want to be focusing on.

### **Methodically removing obstacles to the deal**

Once you have achieved the "thesis-buyin" and established your solution as the vehicle to achieve the desired transformation, it is now your job to methodically bring out and remove any and all obstacles to the deal.

This means following the right psychological structure in your calls and being methodical in bringing out potential objections. Objections are reasons for disagreement in the heads of your prospects, and it is your job to bring them out and address them for every single stakeholder that you speak with. You can refer to some of the tactics in the 4th step to help you do this.

Once you have removed all objections, you must also remove all logistical concerns.

This means answering the questions of "How is this going to work for us". Prospects won't take action if there is any ambiguity and uncertainty. Ambiguity causes uncertainty, uncertainty causes inaction. You want to be proactive and precise in showcasing the exact action plan from onboarding to the end state that they desire.

This is why we kill all uncertainty with a crystal clear action plan, in which you want to clearly map out the next steps for them. This shows the customer that you spent time thinking through all the steps that they need to take. You have it covered. They are in the presence of an expert.

When you create an action plan for your specific offer, this will help both in sales and with your customer success process. It will also help with multi-stakeholder deals, since the prospect will often bring the action plan back to other team members. If the team members see how detailed it is, it will create a ton of trust and the sales cycle time will decrease. Since very few companies have any kind of action plan to begin with, having a detailed end-to-end plan will help you to differentiate and stick out.



## Step 4: Leverage advanced sales tactics relevant for your usecase

Now that you have mapped the buyers journey, analyzed your funnel and built a convincing sales argument, it is time to introduce some of the more advanced tactics that the best B2B sellers in the world leverage. These can be incredibly powerful tools when used correctly.

Read through them, see which ones apply to your usecase, and align them with the buyer journey you mapped out.

### **Multithreading After the First Call:**

In many complex sales cycles, a successful first meeting will not immediately lead to a decision. After establishing initial contact, it is crucial to engage multiple stakeholders (often referred to as multithreading). This involves identifying and building relationships with different influencers, decision-makers, and approvers within the organization.

Tools like LinkedIn and CRM data can help identify these individuals. Multithreading reduces the risk of losing momentum if one stakeholder disengages and strengthens internal buy-in. After your opportunity moves into a qualified stage, build a stakeholder map of key personas you need to move, because they will be involved in the buying decision or implementation.

Most companies think that this is only necessary if you sell to enterprise accounts. But as shown in the above graphic this should be done even if you sell >50k EUR solutions since on average up to 7 stakeholders will be involved in the decision making process.

That's why it is critical to build relationships with multiple stakeholders across different levels of the organization. Beyond just the initial point of contact, engaging with influencers, technical evaluators, and economic decision-makers increases the likelihood of maintaining momentum and addressing concerns from different parts of the business.

### **In-Person Workshops to Gain Access and Build Trust:**

Workshops can be particularly effective when closing larger deals.

They are an effective tool to dive deeper into a buyer's challenges and position your solution as a strategic partner. Workshops offer the opportunity to bring more stakeholders into the conversation, particularly those higher up in the decision chain. They also allow for more personal interactions, which helps build trust—a key factor in closing high-value deals.

Workshops are a great tactic to be combined or used together with multithreading, as you will most likely be inviting different stakeholders to be present.

One important factor you should consider: You will be in a room with a lot of different people that have their own motivations, agenda and interests. It is your role to understand that and use it to keep the whole room engaged and gain their trust.

You can achieve that through proactively understanding who will be involved during the workshop (compare the list to your stakeholder map and invite additional stakeholders with a reason why they should join -> go through your champion to get them involved). Do 1-1



interviews with each stakeholder that will join the workshop to understand their viewpoint and situation. This will allow you to:

- a) Gain deeper understanding into the organization
- b) Prepare the workshop to involve each stakeholder
- c) Build 1-1 relationships
- d) Proactively identify and communicate objections

### **Proactively creating Business Cases for CFOs and ROI-focused Decision Makers:**

As financial scrutiny increases, CFOs and plain numbers play an increasingly central role in the decision-making process. One effective method to engage them is to proactively develop and send out a business case that outlines the ROI, cost savings, potential risks and value of your solution.

This allows you to retain control even over back office discussions in your prospects company headquarters.

To create the business case, you can use spreadsheet or digital sales room (see tactic below). It is highly recommended that you set the business case up together with your champion or key stakeholder, to make sure all the numbers check out and that they are in line with company priorities before sending it out.

### **Digital Sales Rooms:**

A digital sales room is a secure, shared digital interface where all stakeholders can access key documents (e.g., proposals, contracts, and technical information, testimonials, case studies and mutual action plan's). These rooms improve transparency, allow for faster information sharing, and increase engagement, as they provide a space for collaboration and feedback. Buyers can revisit the material at their own pace and share it with internal stakeholders, making it easier to move through the final stages of the sales process.

It also gives you the transparency to analyze which stakeholders are more involved than others, which key information gets looked at more often and who you should engage on a personal level to keep traction and handle possible objections.

They also are a great forecasting tool with incredible accuracy. At PREDICT, for instance, we know that prospects with a high level of engagement in the Digital Sales Room and more than 2 stakeholders involved, will have a 70%+ closing rate average.

An example of content for such a deal room can be found here: [PREDICT DEAL ROOM](#)

### **Here is more context around the 7-hour rule and why it is important:**

[PREDICT GROWTH PROCESS- 7 hour rule explained](#)



Result: Reduced Sales Cycle Length and Improved Meeting Quality

## The outcome of the PREDICT Growth Model

Maximized LTV:CAC ratio, efficiency, profitability and EBITDA.

Compound Effect of Activity 1 and Activity 2, when iterated on real market feedback and implemented in the right order:

- Calendar full of relevant sales meetings with only qualified personas in ICP companies → higher pipeline value
- Methodical sales process lead to shorter sales cycles → more new business deals faster at lower costs (=LTV:CAC ratio increases)

**This ultimately results in a predictable new business engine & a high LTV:CAC ratio → crazy EBITDA & Valuation.**

**And is also why leading companies like Randstad Digital, Eficode and Accelerated work with us.**

Here's proof...

**Here are all our Video Case Studies:**

- YOYABA: [YOYABA Case Study](#)
- ARCWARE: <https://www.youtube.com/watch?v=rNAbzQmmCcU>
- NANOGIANTS: <https://www.youtube.com/watch?v=dZqa7fccLbk>
- IRON Media by Sebastian Szalinski: <https://www.youtube.com/watch?v=L0dueziT6TI>
- GOYA Finance: <https://www.youtube.com/watch?v=Z6AQuzX7gYs>
- Spotlight Marketing: <https://www.youtube.com/watch?v=DyBxwI00wgk>
- Morgen: [Morgen Case Study](#)
- Dr. Maier + Partner: [Dr. Maier + Partner Case Study](#)

**IRON Media**  
Leading Growth Agency  
im Ecom

Sebastian, Gründer & GF

Oldenburg | 11-50 Beschäftigte | Growth Agency

Leads alle via paid ads | Starke Traction vorhanden | Können per inbound aber nicht weiter skalieren

**Signalbasiertes In-house outbound system implementiert**

Nach 2 Wochen

20 neue Meetings mit ICP | 400k+ Pipeline Value | 30k new business revenue

Nach 3 Monaten  
Konstant 7+ Demos pro Woche via outbound

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**Spotlight Marketing**  
Recruiting Agentur

Erik Stawinoga, Gründer & GF

Bremen | 11 - 50 Mitarbeiter | Recruiting Agentur

Leads aus dem eigenen Netzwerk oder von Messen | Keine vorhersehbare Lead Generierung | Keine Systematik im Vertrieb im Vertrieb Gründer in jedem Call involviert

**Signal-basiertes Outreach System & Sales Prozess**

Nach 5 Monaten

multi 6-stellige Pipeline Keine Messen mehr | 5-10 Qualifizierte Termine jede Woche | Strukturierter Sales Prozess

Nach 7 Monaten:  
Closing Rate um 35% verbessert  
ROI von mehr als 7x

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## Randstad Digital globaler Technologiepartner

Alle Leads aus dem Netzwerk  
Inbound Kanal hat nachgelassen

Fokus auf den Aufbau der DACH Region

Neue Nischen geplant ohne vorhandenes Netzwerk

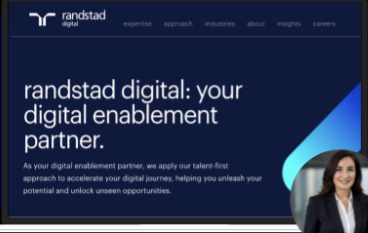
**Signal-basiertes Outreach System**

**Nach 3 Monaten**

7-stellige Pipeline mit konkreten Opportunities

36%+ Antwortquote  
3% - 14% positive Antwortquote

3-5 qualifizierte Meetings pro Woche



**Claudia Kratel, Director Business Development**

München 10k+ Beschäftigte IT beratung

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## UX & Design Agency TÅLLBEARD

Grew from network only - reliant on existing clients & referrals for growth

No existing channels to generate new opportunities

No CRM, no sales process or method of turning cold leads into buyers


**Signal Based Outbound System & Sales Process Training**

**After 5 months**

2+ relevant opportunities generated per week

First cold deal closed securing multiple ROI

Implemented CRM System, Scripts, and methodical sales process

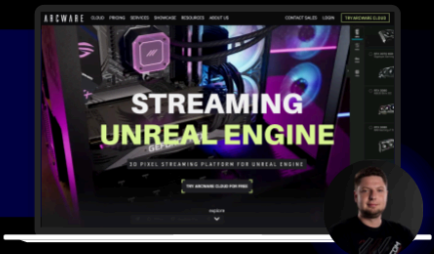


**Sebastian Erhardt, Founder & CEO**

Berlin 11-50 UX Agency

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## SaaS ARCWARE



**Dimitri Mistetski, Founder & CEO**

Munich    11-50 Mitarbeiter    SaaS

Confusion and lack of structure in the Sales Process

Mix of PLG and SLG growth motion

Random referrals and word of mouth only lead source

**Signal Based Outbound System + Customer Centric Sales Process**


After 3 months

5 qualified B2B leads per week

Focused Split between PLG and SLG approaches


Structured and methodical salesprocess

After 6 months:  
10 - 12 demos per week  
Expansion across Europe



PREDICT  
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## FinTech Goya Finance



**Alex Behnke, Head of Sales**

Ludwigshafen    11 - 50 Mitarbeiter    Digital Factoring

Neue Leads nur durch das eigene Netzwerk

SDR Struktur hat in der Vergangenheit nicht funktioniert

VC finanziert & brauchten schnell Traction

**Signal-basiertes Outbound System**


Nach 4 Monaten

3 - 5 qualifizierte Leads pro Woche

4 neue Nischen identifiziert

82 % der generierten Leads wurden zu Neukunden

Nach 6 Monaten:  
Arbeiten mit PREDICT daran Ihren Vertriebsprozess zu systematisieren & neue Vertriebsmitarbeiter mit uns zu trainieren.





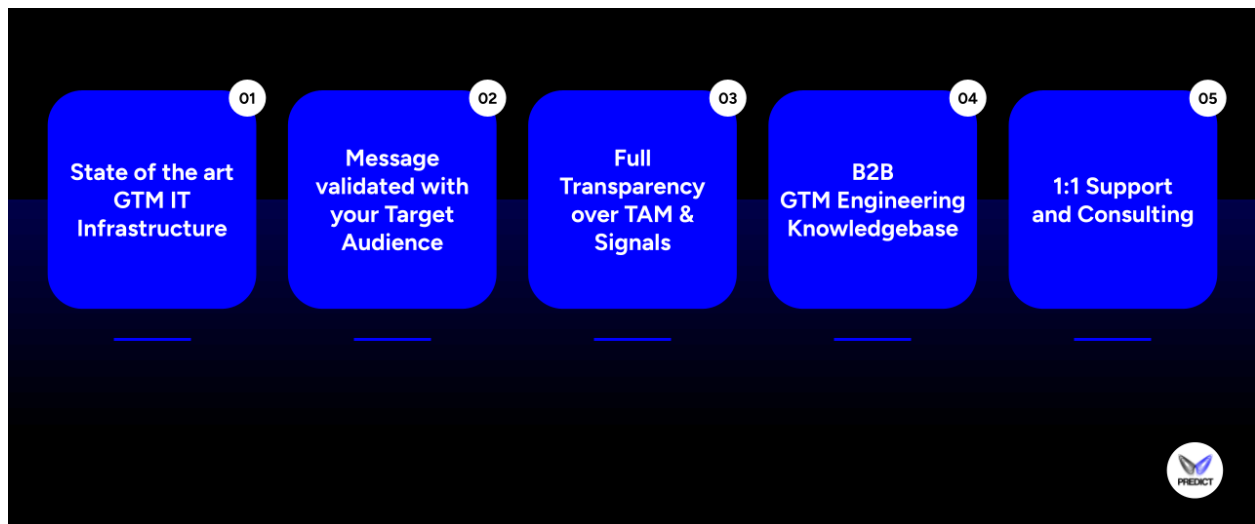
## Hands Off Execution

**We produce a predictable pipeline with relevant and qualified meetings week over week completely hands-off for you. With a dedicated Go-to-Market Consultant and Engineer as well as the custom built infrastructure for your use case. Your Consultant will then also help, enable and support you in the optimization of your sales process.**

We decided if we want to produce these results predictably we need to take care of every aspect, technology and skill set to perform the PREDICT Growth Model and build it into an in-house team.

We then broke down the technologies needed to build a predictable lead inflow system starting by data, domains, signals, AI models as well as the experience in sales, marketing and especially copywriting and came down to:

- 73 + API connections, 38+ data providers, custom LLM's, that combine everything in an internal operating system
- A GTM Consultants that concentrates on only a handful of companies to go deep into research, copywriting and sales consulting
- A GTM Engineer that can build custom processes and workflows for the specific client need in terms of signals and AI



We mapped out a process that allows us to build the infrastructure for each customer, go through a detailed onboarding process with 1-1 workshops and quickly iterate based on real-time market feedback and industry data.

100% hands-off (after the onboarding process).



## The Decision is yours

**Do you want to use the outlined information and try to achieve it yourself? Go through a costly and time intensive trial & error phase... OR leverage an unfair advantage and get the complete TechStack and process that has been validated with over 432+ B2B companies.**

It all comes down to 2 things:

- 1. Being profitable (to stay competitive & in the game)**
- 2. Building towards your vision**

And we are here to support you on the way to achieve both. Entrepreneurs and great products/services should not fail due to a lack of sales and marketing success.

If you want to finally PREDICT new business growth and implement the definite fast track to success, you can book a demo with us here: <https://calendly.com/predict/gtm-session>

You can implement the process alone, but will make numerous mistakes, mostly due to a lack of industry insights, focusing on the wrong inputs or executing steps in the wrong order. But you can do it with a significantly higher rate of success in a fraction of the time.