

Why I Started Outboundary by Paul Stansik

Most teams never really get into a rhythm with outbound sales.

Sure, there's lots of activity... But where's the plan of attack? Where's the momentum? Where are the results?

This lackluster performance is not for lack of trying. Every technology company wants their sales team to prospect more. And pretty much everyone is trying *something* to try to improve their outbound sales motion. But despite working hard and hitting the phones, most selling teams never find the time to construct the foundational components that a successful outbound strategy. They only get halfway there.

Here's what that typically looks like:

- They have a rough idea of their ideal customer profile, but never quite finish translating it into a target account list (you know, a list you can actually print out)
- They build a pitch deck and some one-pagers, but know they still have spots where their messaging is unclear, too technical, and "all about them"
- They train their sales team, but every time they listen to a call recording, they realize their people need more reminding – a *lot* more reminding – of what to say, how to say it, and how to make it their own
- They build a few dashboards, but don't yet have a clear, data-driven way to surface and talk about what's working and what isn't

There are plenty of companies out there that say they can fix this for you. But do they actually deliver? More often than not, the answer is no.

Outsourced BDR firms claim they can save you from the administrative burden of training, ramping, and managing your own team of prospectors, but their revolving door of less-than-great talent never seems to learn your business or hit the meeting targets you were promised when they signed you up.

Sales trainers fly in for a few days and get your team pumped up, but their overpriced, rah-rah brand of "enter-ainment" never seems to stick.

Marketing agencies are too slow, too expensive, and keep drifting back to talking about "brand."

And the software companies who sold you that fancy revenue intelligence tool? They're not much help either.

I think you deserve better. That's why I started The Outboundary.

After advising and investing in dozens of growth-stage companies as a strategy consultant and PE Operating Partner (and after running a few sales teams of my own), I set out to build a collection of resources, tools, and videos that can help sales and marketing teams create the one thing every company wants... but almost no one has the time to build themselves:

An outbound sales machine that doesn't suck.

Using a unique combination of disciplines from the worlds of product marketing, sales management, and revenue operations, our team of GTM experts will dig in and quickly diagnose what's holding you and your team back from building an outbound engine that supports your growth goals. Then we'll structure a sprint engagement designed to:

- Analyze your best-fit customers and quickly build a workable list of "winning zone" prospects you can target and track
- Unearth what makes you different and put it in your company's handwriting and unique tone of voice
- Put lines in the water by co-creating quick-launch sales cadences with your team, complete with emails, talk tracks, objection-handling guides, and coaching on how you can use your best-performing marketing content inside of your sales process
- Stand up an easy-to-understand weekly "data diet" so you and your management team can uncover the truth behind what's working, what isn't, and where you need to double-down

Sure, it's great when customers come to you.

But no breakout growth story is built on inbound alone.

If you want game-changing growth – the kind that changes your company, your financial outlook, and your peoples' lives - you're going to have to go out there and get it.

We can show you how.