

SHOSHA GROUP

Designing & deploying
prospecting engines for
Japanese technology
companies.

A customized, modern tech
stack for attracting U.S.
clients.



Contents

1 - Deliverables

2 - Timeline

3 - Ideal Customer Profile (ICP) & Customer Persona

4 - Research, Personalization & Content Creation

5 - Establish Tech Stack & Budget

6 - Establish KPIs & Prospecting Cadence

7 - Turn on Engine, Make Adjustments

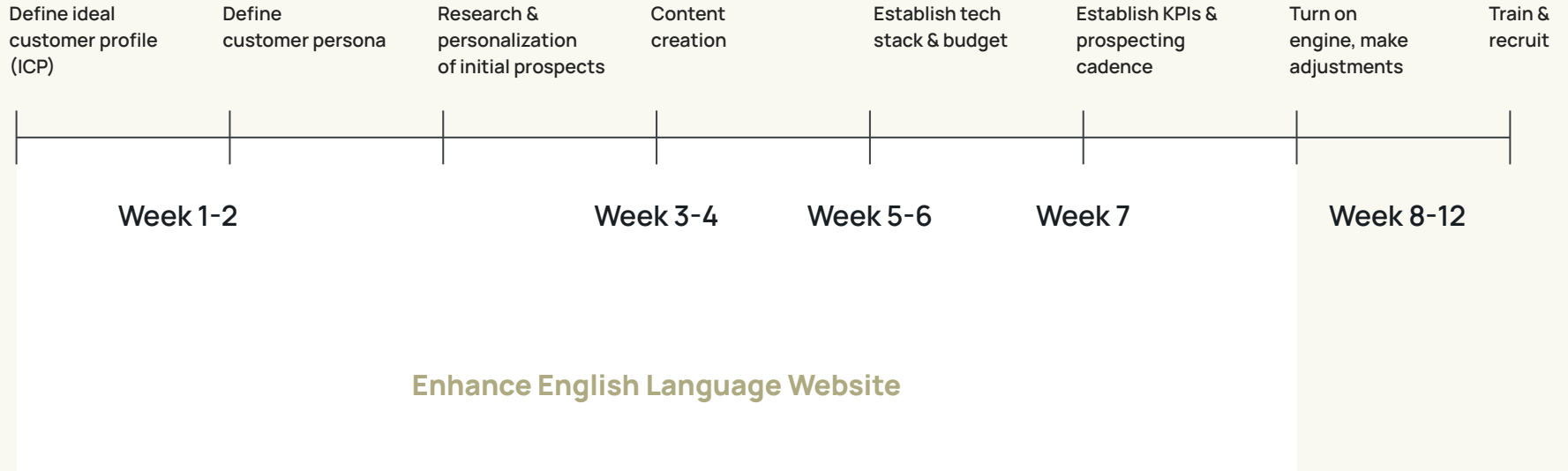
8 - Train & Recruit

Shosha Group will design and deploy a customized, modern, **outbound prospecting engine.**

The engine and all customer-facing messaging will be established with the collaboration and approval of the client's management team.

The goal is to **create a predictable pipeline** of Sales Qualified Leads (SQLs):

An SQL is a qualified lead who agrees to a meeting.



See following pages for a description of each deliverable above.

Ideal Customer Profile

The narrower the profile, the higher the chance of success in the beginning.

The ICP can be expanded after initial success.

Customer Persona

Titles and roles of champions, economic buyers and anybody else who could influence the opportunity.

Email & LinkedIn messaging:

Customized & personalized content for each persona:

- Demonstrate a clear understanding of their pain points.
- Articulate a thoughtful value proposition.
- Keep it short and simple.

Enhance English language website

Must look modern and credible.

Localize Japanese language content.

- User stories
- White papers
- Press releases
- Press articles
- Videos
- Customer quotes

Choose appropriate tech stack to manage the prospecting engine.

EXAMPLE

Tool	Purpose	Cost
HubSpot	CRM	\$20/month
Apollo.io	<ul style="list-style-type: none">• Sourcing prospect contact information• Email & voicemail campaign automation	\$79/month
Dripify	LinkedIn automation (profile viewing, messaging, comment liking, etc.)	\$79/month
Koala	Real-time alerts of high-intent ("dark funnel") signals	\$0/month (initially)

KPIs

- Email:
 - #of emails sent
 - Open rate
 - Reply rate
- LinkedIn:
 - # of messages sent
 - Reply rate
- How many “touches” to create an SQL
- Meetings scheduled

Establish an appropriate prospecting cadence. For example:

Days	1	2	4	7	11	15	21
Cadence		 		 	 		
				Phone Call	Voice Call	E-mail	Social Media
				Length of sales cadence: 3 week		Number of touchpoints: 15	



Turn on Engine, Make Adjustments



Train your staff on the prospecting engine.

It will need to be maintained and constantly adjusted.



Recruit U.S. sales staff if necessary.

Shosha Group staff are also always available via a dedicated Slack channel to help.

For more information please contact:

Robert Sharp
Principal

Email: robert@shoshagroup.com

Mobile: +1 (415) 530-0133

LINE: robertsharp

[linkedin.com/in/rlsharp3](https://www.linkedin.com/in/rlsharp3)

