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# How **Xeneta** Built The Ultimate Prospecting Engine...

**#XENETA**



1

## "Account Selection"

The first step in this campaign for **Xeneta** was selecting **100** target accounts with **5-6** decision makers that they could target. This was done between both the Sales & Marketing team...



## 2

**"Secret LinkedIn Tool"**

Xeneta use a tool called **Phantom Buster**, which helps them automate the "connection sending" process. The **ninja part** of this tool, is that as soon as the connection is added, it automatically scrapes their email.



## 3

**"Connection Email Trigger"**

As soon as the connection has been added on LinkedIn, their email then get's sent over to **Xeneta's CRM** - where it triggers a "customised email sequence" (they've set the emails up, so it each it comes from a different rep)



## 4

**"Multi-Channel/Person Follow Up"**

Across the 30-day touch campaign, that they've created - **Xeneta** have programmed the follow up's across both LinkedIn & Email to come from different people within the company... super important for that personalised feel.