



LIVE

MASTERCLASS

**How Social Warming
can help you beat
“the great ignore”**



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@Revenue Ramp

THURSDAY OCT. 17th

5:00 pm (CET) / 11:00 am (EST)

What we'll cover

- ✗ finding the right prospects
- ✗ writing effective messaging
- ✗ running multi-channel campaigns
- ✗ nurturing leads with content

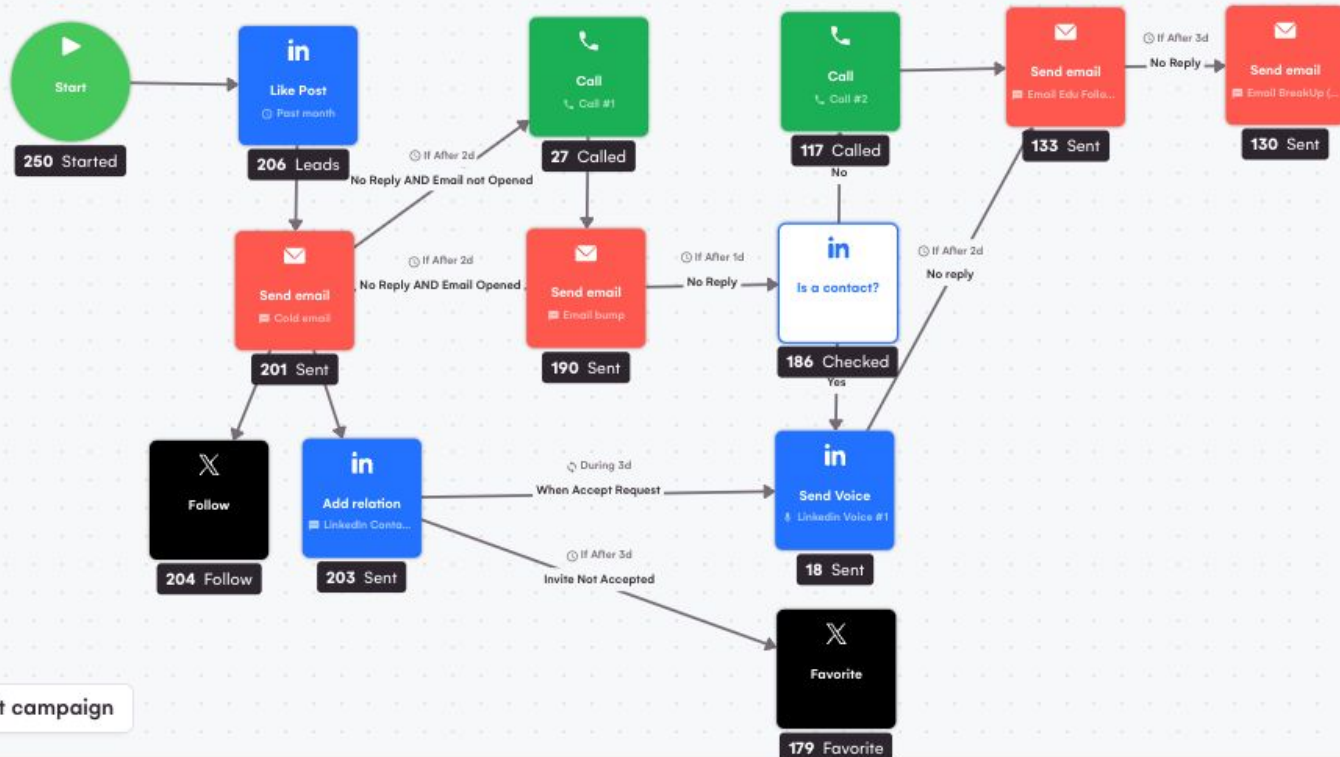
- ✓ how to build familiarity
- ✓ what's keeping us from being trusted
- ✓ import lists from LinkedIn
- ✓ build a social warming campaign

Feature highlights

 [Import any lead](#) from LinkedIn

 Save data cost with [waterfall enrichment](#)

 Customise campaigns with [decision mapping](#)



Edit campaign

Let's send 10x emails! Right?

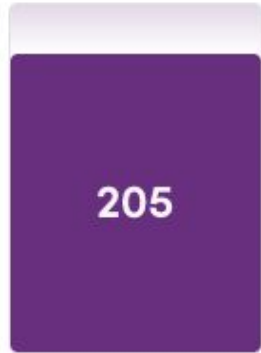
Engagement

[View actions details](#)



All leads

250



Contacted

82%



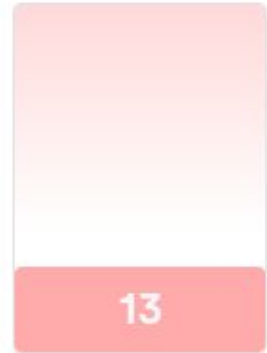
Replied

8%



Won

11%



Lost

76%

AI has made sending
"personalised" emails easy.

People's inboxes are full.

You need a new way to stand out.

The 3 things that boost replies

 **Relevant** messaging

 **Timely** topic

 **Familiarity** with the sender

The 3 things that boost replies

 **Relevance:** [Build your Persona profile](#)

 **Timeliness:** Look for triggers

 **Familiarity:** land in the notifications section

Don't

- ✗ salesy social profile
- ✗ no personalisation in connection
- ✗ connect & pitch
- ✗ sending long InMails
- ✗ asking instead of giving

Do

- ✓ buyer-centric social profile
- ✓ personalised message when connecting
- ✓ nurture and engage (upfront)
THEN connect
- ✓ use InMails like voicemails
- ✓ show they're better off with you
than without you (through your
content)

Step #1

Know your Personas

People are thinking:

“I have a job to do. How can you help me do it better, faster, or easier so I can [leave work on time / get promoted]?”

Step #2

Build a profile people trust

Trustworthy Social Presence

The image shows a LinkedIn profile for Viktor Hatfaludi. The profile header includes the Revenue Ramp logo, a bio stating 'SALES FRAMEWORKS TO BECOME YOUR IDEAL BUYER'S FIRST CHOICE', and a call to action 'Grab them for free (link in bio)'. The profile name is 'Viktor Hatfaludi' with a verified badge. The bio text reads 'Sales frameworks from 10+ years experience (link in bio) | B2B Sales Consultant | ex-Bitrise (YC W17) from 3M to 22M'. The location is 'Budapest, Budapest, Hungary' and there is a 'Contact info' link. A link 'Try Our Sales Frameworks' is also present. The profile has 4,057 followers and 500+ connections. At the bottom, there are buttons for 'Open to', 'Add profile section', 'Add custom button', and 'More'. Three green arrows point to specific elements: one to the bio headline, one to the bio text, and one to the 'Try Our Sales Frameworks' link. The annotations are 'Unified messaging', 'Incentive', and 'Lead magnet'.

Revenue Ramp

SALES FRAMEWORKS TO BECOME YOUR IDEAL BUYER'S FIRST CHOICE

Grab them for free [\(link in bio\)](#)

Unified messaging

Incentive

Lead magnet

Viktor Hatfaludi ✓

Sales frameworks from 10+ years experience [\(link in bio\)](#) | B2B Sales Consultant | ex-Bitrise (YC W17) from 3M to 22M

Budapest, Budapest, Hungary · [Contact info](#)

[Try Our Sales Frameworks](#)

4,057 followers · 500+ connections

[Open to](#) [Add profile section](#) [Add custom button](#) [More](#)

Make your value proposition clear

Experience



Mentor
Techstars

Feb 2024 - Present · 9 mos



Revenue Ramp G2 Reviews



Revenue Ramp

1 yr 11 mos

Remote

B2B Sales Consultant

Self-employed

May 2023 - Present · 1 yr 6 mos

Use our sales frameworks to become your ideal buyer's first choice.

You can count on us in 3 ways:

✅ Make Founder-led Sales Easy

Land your first customers, close deals predictably, then transition out of Founder-led Sales

✅ Ramp Your Sales Reps in a Quarter or Less

Team masterclasses and bootcamps so your reps have everything they need to source and close their own deals on repeat.

✅ Earn a Six-figure Salary in Tech Sales

Access sales frameworks you can apply instantly no matter which stage the deal is in.

Like the way that sounds?



Check Out Our Sales Programs Today!

Sales Enablement Services to guide early-stage B2B startups in Europe through the 3 main phases they will face:...

Content Creator and Sales Coach

Freelance

Dec 2022 - Present · 1 yr 11 mos

As a full-cycle Account Executive turned Sales Manager I cover topics from prospecting to closing and everything in-between... [...see more](#)



Get Access To Free Sales Training!

Guiding B2B Sales Reps to hit quota with confidence.

Step #3

Find the right Prospects

Top 30 prospect lists on LinkedIn

THESE ARE THE

BEST LEADS

[Find the right prospects on LinkedIn](#)

Step #4

Become a familiar face

Tips for building familiarity

✓ Land in the notifications section

- view profile*
- follow
- likes (posts, comments)
- start a conversation in the comments (under their posts)
- tag them in the comments (when relevant)

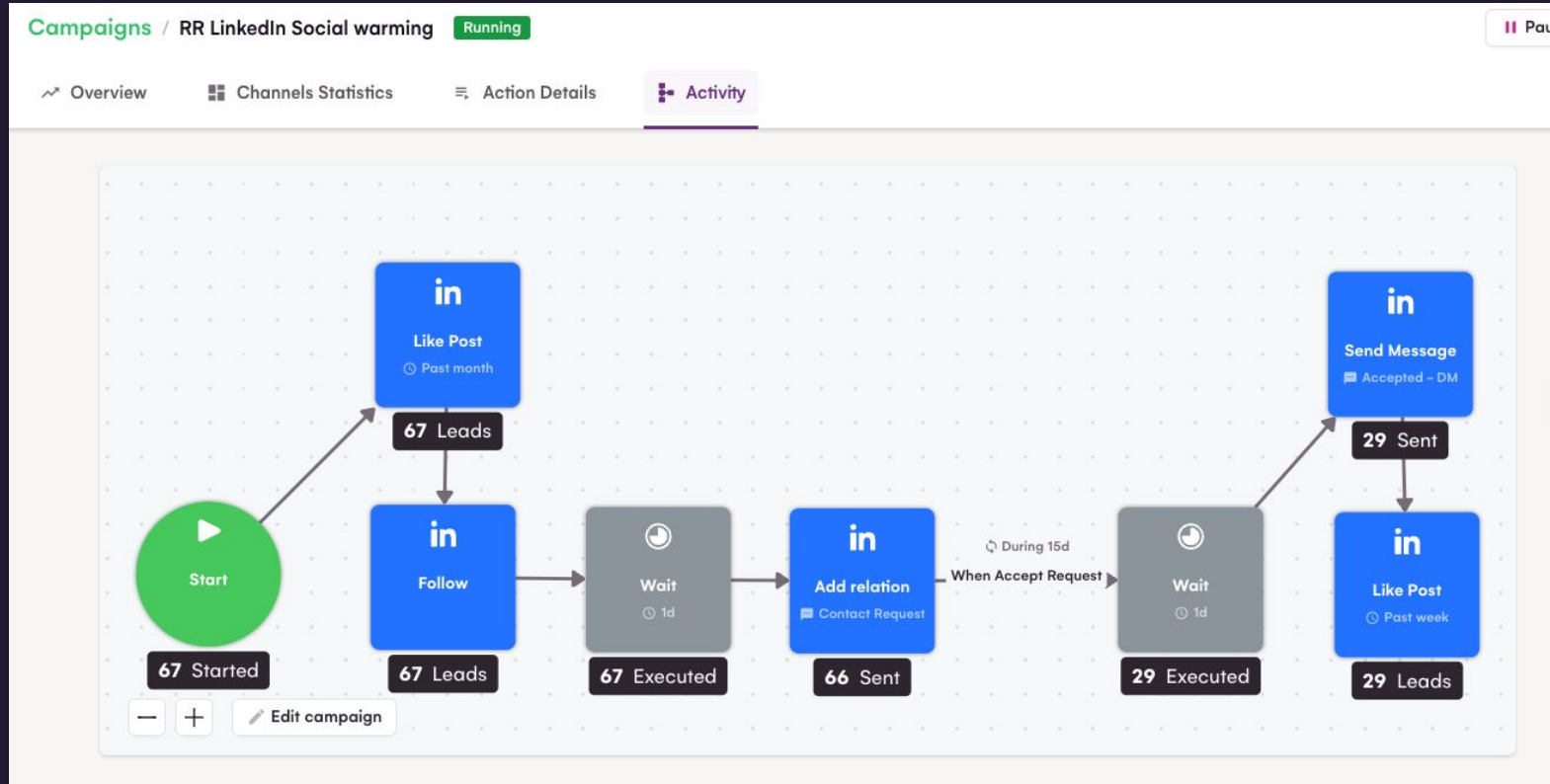
✓ Engage with creators they follow

✓ Join their communities and play an active role

✓ Share content daily on relevant channels (especially within the first 2 weeks of connecting)

✓ Warm introductions

Social Warm Up Example



Strive for
acceptance rates
above 40%

Stats per channel

Lead Enrichment

Enriched 67

Pro Email found 73% 49

Perso Email found 37% 25

Phone found 18% 12

Twitter found 0

Website found 100% 67

LinkedIn

Leads contacted 66

Already a Contact 2% 1

Connection Request 100% 66

New Contact 47% 31

Replied 8% 5

Leads Won 0

Step #5

Nurture with  content

1-hour a day content strategy



[Watch the free miniseries](#)

Let's see this in action!
(Live demo)

Q&A

Additional reading



[Import lists from LinkedIn to LGM](#)



[Is social selling a waste of time?](#)



[How social warm up gets you warm intros](#)



[Build a trustworthy LinkedIn profile](#)



👋 **Welcome to the new ones!**

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during **1 month** via the link below
(vs 15 days!) 📺

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👋 **Follow Viktor for daily sales tips**

(Add a custom note if you connect)
“thanks for the webinar” or similar is
enough so I know why you’re
connecting

[Say hi on LinkedIn](#)