

LIVE Playground

What if your leads told you exactly when to reach out?

Detect intent, target lookalikes, and start real convos with AI.

Wednesday June 25th 5:00 pm (CEST) | 11:00 am (EDT)



Alan Ruchtein Sales Expert

Methods Key Features of La Growth Machine



To get the most out of LGM and avoid any misinterpretation, here are the key features to keep in mind:

- Lookalike Search: Build prospect lists by identifying companies similar to your best customers.
- => **Two key uses**: targeted query *or* ongoing opportunities automatically pushed to your inbox.
- LinkedIn Intent Data: Identify high-intent prospects based on their LinkedIn interactions (likes, comments, event registrations, company page follows).
- 🗲 Unlimited & Free Cascade Enrichment: Enrich emails, LinkedIn profiles, and phone numbers—no limits, no extra cost.
- Social Warming: Engage with prospects on LinkedIn before outreach to increase response rates.
- LinkedIn Voices: Add a personal touch with LinkedIn voice messages.
- => With Al Voice, clone your voice to personalize messages—say "Hi firstname" in your natural tone.
- **Calls**: Seamlessly integrate warm or cold calls into your outreach sequences.
- Chat Mode: Mimics human behavior by sending short follow-up messages on LinkedIn.
- **Solution** Key Integrations: LGM connects with Clay, Trigify, Buska, Sendspark, Weezly (for video), Zapier, Make, and native CRM integrations with **HubSpot and Pipedrive**.
- Find all the details & assets in our Creator Media Kit.



The New Age of Outbound

Smarter Segmentation, Real Conversations

How Al helps you prospect better, close faster & stay human.

Presented by: Alan Ruchtein
Powered by: La Growth Machine



Why Segmentation is Your #1 Sales Advantage in 2025

The #1 reason reps fail? They reach out to the wrong people at the wrong time.

Cold isn't dead — irrelevance is.

Today, segmentation is about timing + behavior, not just title and industry.



Why Segmentation is Your #1 Sales Advantage in 2025

- 1. A B2B SaaS rep messages 500 HR managers randomly with no context.
- 2. A B2B SaaS rep target HR leaders who liked a post about "employee retention platforms" this week.
- Which strategy would you use?

Why it matters: The second rep sees 4x more replies — because they're speaking to people who already showed interest.

With LGM, I was able to (and you can too):

- Lookalike Search: Find companies similar to your best clients
- LinkedIn Intent Data: Target people based on real engagement



From Cold Lists to Al-Powered Targeting: The Evolution of Outbound

OLD WAY

- Static filters only.
- Scraped or purchased lists.
- Guessing who to contact.
- One-size-fits-all messaging.

NEW WAY (LGM)

- AI-based Lookalikes + behavior-based signals.
- Continuously refreshed auto-built lists.
- Prioritizing based on real-time activity.
- GPT-personalized copy tailored to behavior.



From Cold Lists to Al-Powered Targeting: The Evolution of Outbound

- A sales rep exports a LinkedIn list of "Marketing Directors" and blasts them with a cold pitch.
- 2. A sales rep uses Lookalikes to find companies similar to their top 10 customers + adds those who commented on relevant content.
- ✓ Which strategy would you apply?

Why it matters: Better fit + better timing = 3x more qualified meetings.

With LGM, I was able to (and you can too):

- ✓ Use AI to find Lookalikes
- ✓ Cascade Enrichment (auto-finds emails, phones, LinkedIn)



How to Spot Buying Intent Before Your Prospect Says a Word

Trigger-Based Segmentation Examples:

- Liked your founder's post? That's interest.
- Registered for a webinar? That's timing.
- Visited your pricing page? That's buying intent.
- X A rep cold-DMs a COO from a SaaS company on a random Tuesday.
- Another rep sees the same COO liked a competitor's launch post then sends a timely, tailored message.

Why it matters: Intent-based triggers mean you catch them when the problem is top of mind, not after.

I leverage LGM by:

- LinkedIn Intent Triggers
- ✓ Brand Mentions + Website Visits via integrations
- Chat Mode for instant messaging based on signals



Automate Conversations & Campaigns — Without Sounding Like a Robot

- The future of outbound is automation + humanity.
- Chat Mode simulates human behavior: quick, casual, non-intrusive.
- Voice Notes (with AI cloning) bring authenticity to scale.
 - X A rep sends a 5-paragraph message explaining their SaaS.
 - ✓ Another drops a 10-second voice note: "Hey Nina, noticed you signed up for our event. Curious what you're exploring?"

Why it matters: Personal tone builds trust instantly — even if it's automated.

LGM helps me with:

- Real Chat Mode
- ✓ LinkedIn Voice Notes
- Al Voice Cloning
- ✓ Magic Messages (GPT) Personalized copy with context



Build a Consistent Pipeline — Then Warm It Before You Message

- Outbound fails when you "set it and forget it."
- With Lookalike automation + social warming, you never go cold.
- Before outreach, build awareness through mini touches: views, likes, follows.
 - X A rep sends a message to a prospect who's never heard of them.
 - Another rep warms the lead over 3 days with profile views and post likes before messaging.

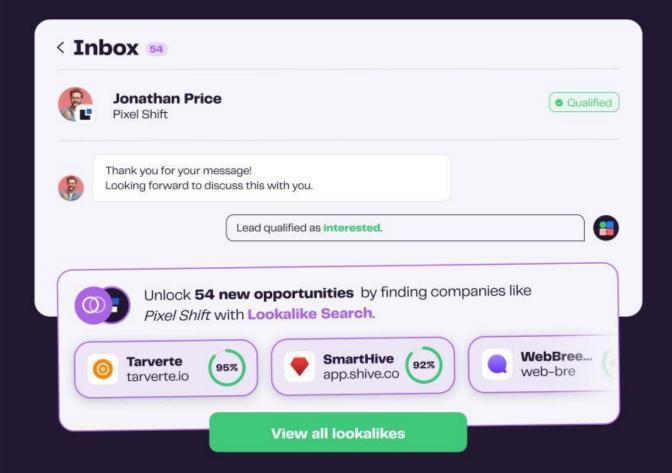
Why it matters: Familiarity increases reply rates by up to 3x. It feels human, not robotic.

Why I choose LGM:

- Lookalike Auto-Feed
- Social Warming Automation
- ✓ CRM Integration + Video Prospecting (Sendspark)



INBOX LOOKALIKES AUTO-FEED







Welcome to the new ones!

Test La Growth Machine for free during 1 month (vs 15 days!)

Playground

Be part of the community!

Ask all your questions about Growth, Sales,

Marketing and be more visible as an

expert!

Test La Growth Machine 1 month

Join Playground for Free