



**LIVE**

**Playground**

by  **LGM**<sup>®</sup>

## **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


## Key Features of La Growth Machine

MEMO

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 AI 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.

 **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 AI 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 AI-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 AI-Powered Targeting: The Evolution of Outbound

1. 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.

✗ 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.
- ✗ 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*
- ✓ *AI 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.

✗ 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 🔥

< **Inbox** 54



**Jonathan Price**  
Pixel Shift

✔ Qualified



Thank you for your message!  
Looking forward to discuss this with you.

Lead qualified as **interested**.



Unlock **54 new opportunities** by finding companies like  
*Pixel Shift* with **Lookalike Search**.



**Tarverte**  
tarverte.io

95%



**SmartHive**  
app.shive.co



92%



**WebBree...**  
web-bre


[View all lookalikes](#)



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during 1 month (vs 15 days!) 

Test La Growth Machine 1 month



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