



THE ULTIMATE GUIDE FOR
**SALES
PROSPECTING**



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INTRODUCTION

Prospecting has changed—radically. And while automation and AI have reshaped the landscape over the past decade, the most profound shift has happened in just the last year: **trust has become the biggest obstacle.**

Today's buyers are *skeptical*. Cold emails, unsolicited texts, and surprise calls don't just feel *intrusive*—they feel *suspicious*. Many prospects aren't even sure there's a real person on the other end. That's why the most effective way to cut through the noise is to **lead with authenticity.**

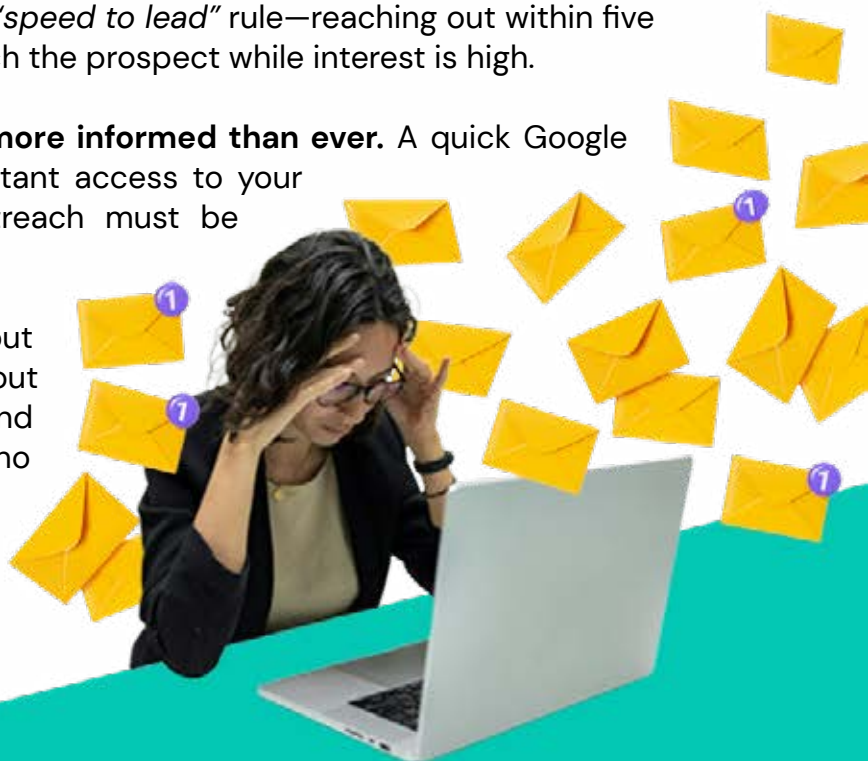
One sales rep won my business by opening our call with just seven words: “*Real person—still learning. How can I help?*” That moment of honesty broke the ice—and **built a connection.**

The second shift? Volume. Thanks to automation, outreach has exploded. Decision-makers are flooded with emails, DMs, and calls. **More messages don't mean more results.** The solution isn't *quantity*—it's **quality.**

Third, speed matters. Tools now make it possible to enrich contact data and act fast. Top-performing reps follow the “*speed to lead*” rule—reaching out within five minutes of a form submission to catch the prospect while interest is high.

Finally, recognize that buyers are more informed than ever. A quick Google search or AI prompt gives them instant access to your competitors. That means your outreach must be **honest, helpful, and hyper-relevant.**

In 2025, prospecting isn't about blasting messages—it's about **building trust, mastering timing, and personalizing every touch.** Those who lead with *empathy* and *value* will win conversations, conversions, and long-term relationships.



WHY TRADITIONAL PROSPECTING IS BROKEN

Sales Prospecting by the Numbers

In today's competitive sales landscape, leveraging data-driven strategies is crucial. Below are key statistics that highlight the effectiveness of various prospecting methods:

Cold Calling & Mass Emailing

- **Cold Calling Success Rate:** As of 2025, the average success rate for cold calls has declined to 2.3%, down from 4.8% in 2024 (*Cognism*).
- **Cold Email Response Rate:** Cold emails show higher performance, averaging an 8.5% response rate (*GrowthList*).

Speed to Lead

- **Immediate Response Advantage:** Responding to a lead within 5 minutes makes you 21 times more likely to qualify the lead compared to a 30-minute delay (*Amplemarket*).
- **First Responder Wins:** About 78% of B2B customers purchase from the company that responds first.



Video Prospecting

- **Sales Impact:** 87% of businesses using video in sales report a direct increase in deal conversion (*Wyzowl*).
- **Engagement Boost:** Emails with video see a 16% increase in open rates and a 26% increase in reply rates (*Findymail*).

Email Personalization

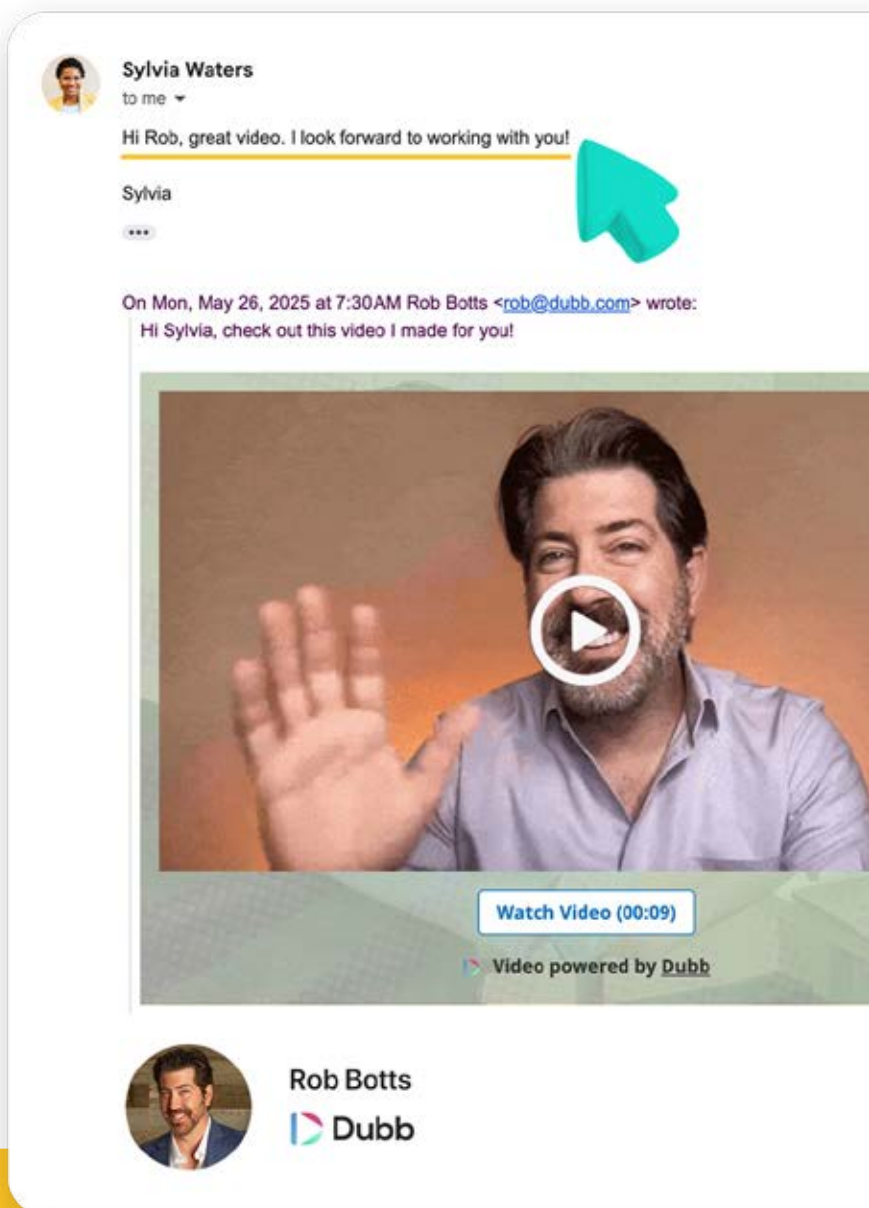
- **Revenue Growth:** Personalized emails can increase revenue by up to 5.7x (*AMA*).
- **Consumer Preference:** 63% of users are more likely to engage with personalized messages, and 36% open emails because of personalized subject lines or content (*Instapage*).

AI in Sales

- **Adoption Rates:** 47% of sales professionals are now using generative AI (like ChatGPT) for writing outreach, customizing content, or building proposals (*HubSpot*).
- **Conversion Lift:** Teams that adopt AI report a 47% increase in lead-to-customer conversion rates (*Emplibot*).

Follow-Up Strategies

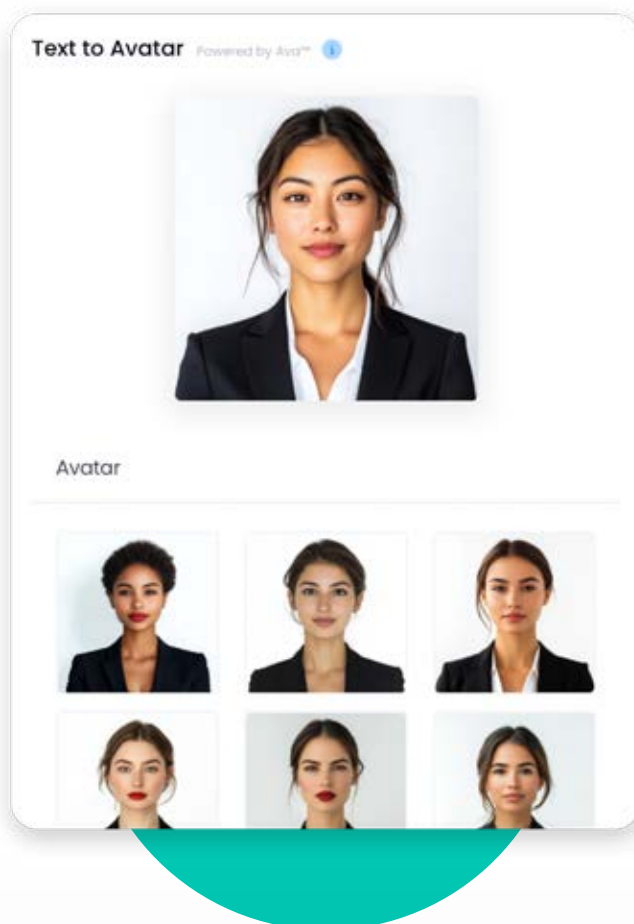
- **Persistence Pays Off:** 80% of deals require 5 or more follow-ups, yet 44% of reps stop after one (*Peak Sales Recruiting*).
- **Lead Boost:** Just one extra follow-up can generate 28% more leads (*Fit Small Business*).



THE RISE OF AI IN SALES

A common **myth** in sales is that AI makes outreach robotic. Think auto-dialers, spammy templates, or lifeless bot messages. And yes—*when misused*, AI creates noise.

But **used well**, AI does the *opposite*. It **enhances personalization, relevance, and speed**. The secret? **Smart prompting** and **human oversight**.



Example Prompt:

"Write a personalized email for [First Name] [Last Name] from [Company]. They work in [Profession], their goals are [X and Y], and I want to invite them to a value-driven presentation."

AI ASSISTANT

Powered by Ira™

Prompt

write me a first-person bio script for a video

rewrite this copy

write copy for a video message on

more...

Write a personalized email for Mark from Awesome Inc. They work in sales, their goals are to generate more leads and increase sales, and I want to invite them to a value-driven presentation.

100 / 5000

Target Length

5

1000

100 words

Submit

Feed this into your AI assistant, and you'll get a rough draft—not a final message, but a head start. That's the magic: **it beats the blank page.**

When guided by thoughtful prompts, **AI becomes a powerful tool for crafting better outreach faster.** It's not a replacement for salespeople; it's an **amplifier.** You still bring the *empathy*, *judgment*, and *trust-building*. AI just helps you get there quicker.

AI is built on human intelligence—and it works best when paired with *human intent*. When used with care, AI doesn't remove humanity from sales. **It scales it.**

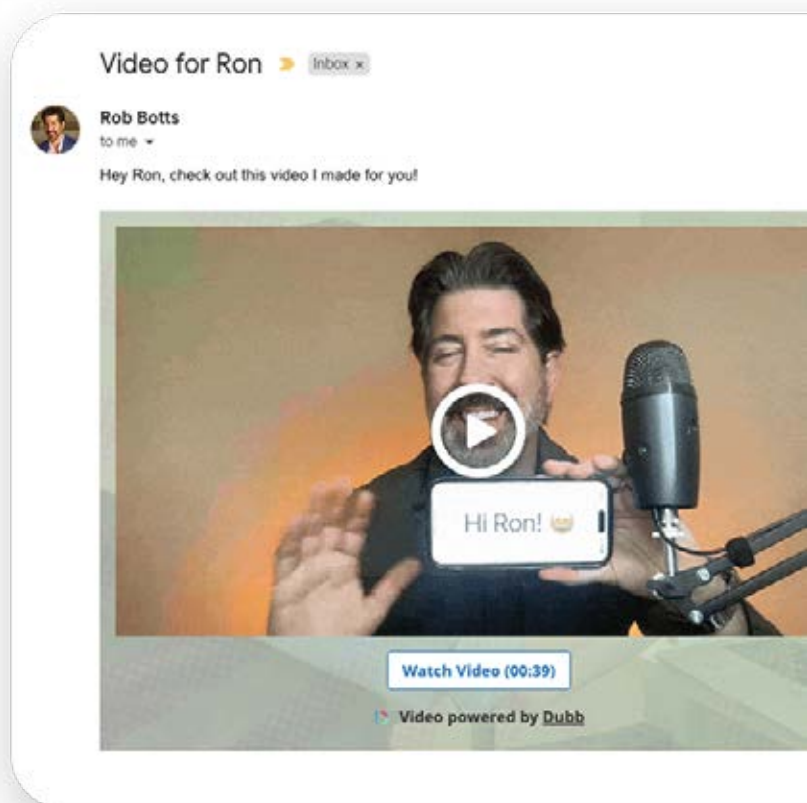


THE VIDEO REVOLUTION: HUMANIZING DIGITAL OUTREACH

Trust is one of the biggest challenges in modern sales. Buyers are *skeptical*—of who you are, why you're reaching out, and whether your message is worth their time. But this isn't just an obstacle—it's **a chance to stand out.** And **video is your secret weapon.**

Video makes your outreach personal. When a prospect *sees your face, hears your voice, or watches a screen recording* tailored to them, everything changes. You're no longer just another cold message—you become a **real person** with something valuable to offer.

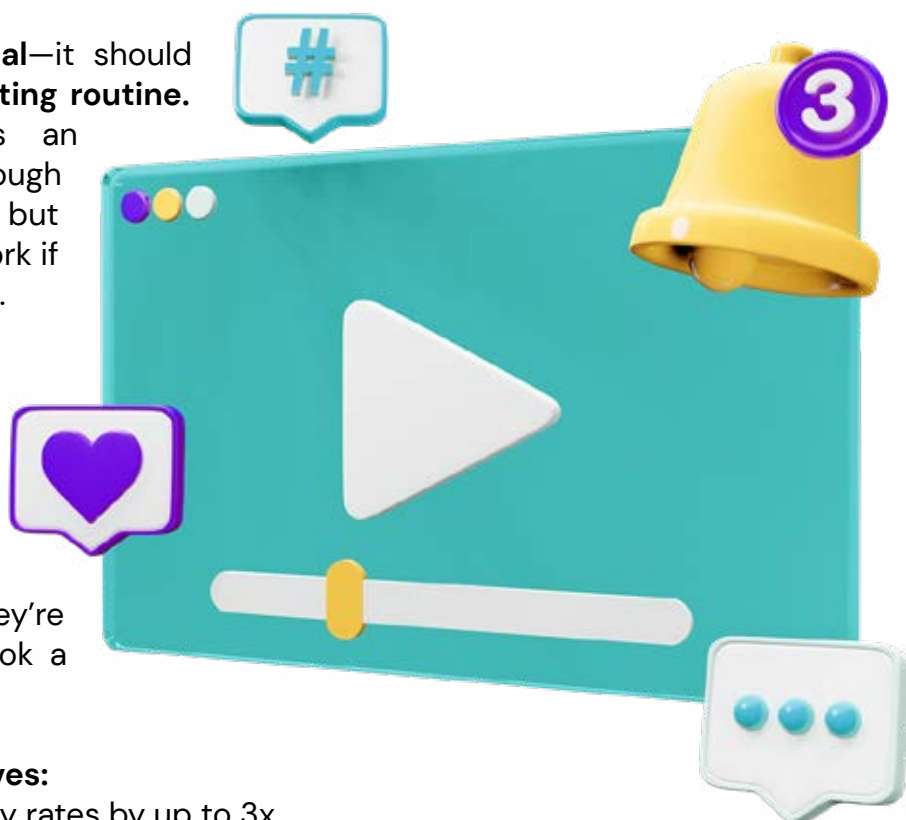
Effort matters. A short webcam video or a screen recording that includes their website or LinkedIn profile shows you've *done your homework*. It proves you *care*. And in sales, that kind of care **builds trust and drives action.**



That's why **video isn't optional**—it should be part of your **daily prospecting routine**. Every outreach message is an opportunity to connect through video. *Personalized* is best, but even *templated* videos can work if they're thoughtful and engaging.

Here's where video shines:

when your thumbnail includes something *familiar* to the prospect—like their website or profile picture—it grabs attention. *Curiosity kicks in*. They click. And once they do, they're far more likely to respond, book a meeting, or take the next step.



The results speak for themselves:

- **Video emails** can boost reply rates by up to 3x
- **Personalized thumbnails** increase click-through rates by over 200%
- Yet **90% of sales pros still don't use video**—creating a major advantage for those who do

Video helps you cut through the noise, build trust fast, and inspire action.

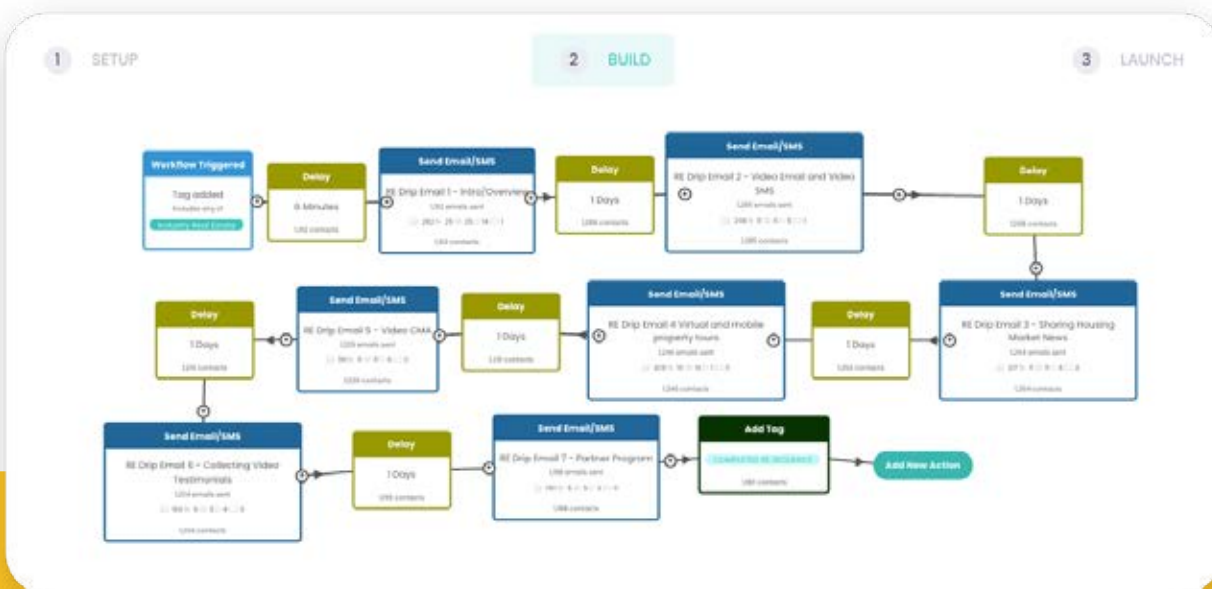
It's not about *perfection*—it's about **authenticity**.

Be human. Use video. It works.

AUTOMATION: CONSISTENCY AT SCALE

We've all heard the saying: **"The gold is in the follow-up."** It's true—but most companies fall short in executing a follow-up strategy that actually converts.

Studies show **it takes an average of 12 touchpoints** just to move a prospect to the *next stage of the funnel*—not to close, just to get a meeting. From there, it's a journey: **meeting > opportunity > client**. That's a lot of consistent effort.



The Automation Advantage

This is where automation becomes essential. With an opted-in email or phone number, you can use workflows to deliver **timely, personalized follow-ups at scale**—whether triggered by a form fill, download, or other engagement.

Done right, **automation** helps you:

- Send consistent follow-ups effortlessly
- Personalize messages using smart data
- Scale outreach without losing the human touch

Avoiding the Spam Trap

Too many businesses misuse automation: blasting generic emails, skipping warm-up protocols, ignoring list hygiene, and failing to segment audiences. The result?

Damaged sender reputations, spam folders, and lost trust.

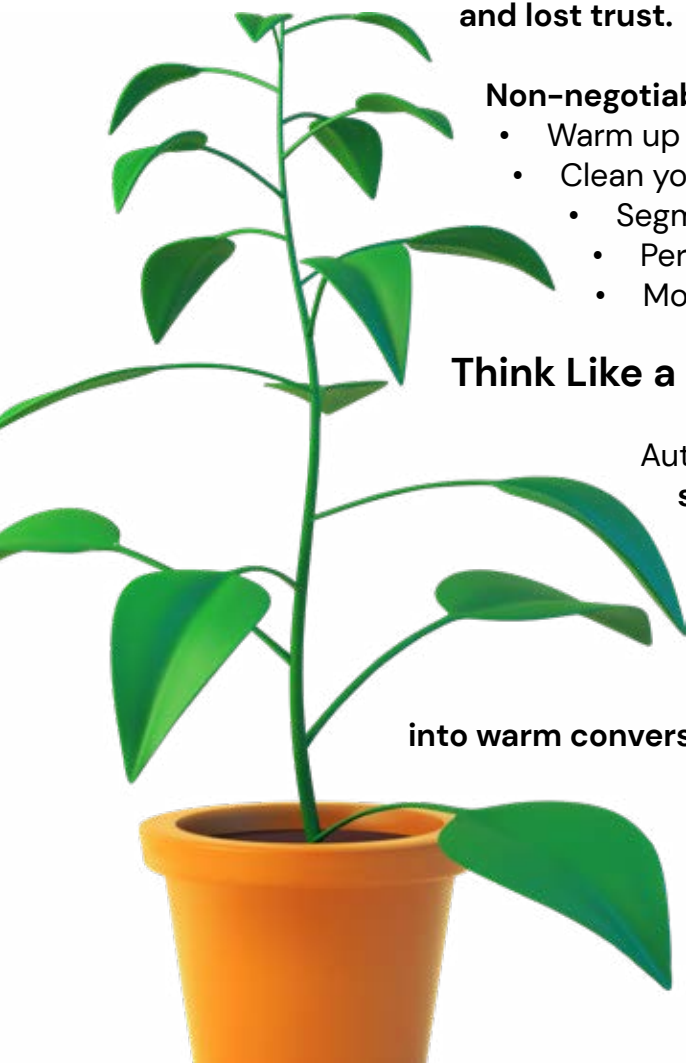
Non-negotiables for healthy automation:

- Warm up your email domains
- Clean your lists regularly
 - Segment based on interests and behaviors
 - Personalize every message—even at scale
 - Monitor deliverability and adjust accordingly

Think Like a Gardener

Automation isn't "*set it and forget it.*" It's a **living system—like a garden**. You plant outreach, water consistently, prune when needed, and adapt to changes. The goal isn't just *activity*—it's **growth**.

When treated with care, automation doesn't just keep you in touch—it helps turn cold leads into warm conversations, and warm conversations into revenue.



BUILDING TRUST WITH AUTHENTICITY



Dubbb Co-founder Darius Santos (left) and Dubbb Founder & CEO Ruben Dua (right)

Sales prospecting has evolved. With AI, it's easier than ever to generate messages, record videos, and automate outreach at scale. But as more sellers adopt the same tools, a new challenge emerges: **sameness.**

When every message feels *robotic* or *templated*, buyers start to tune out. That's why **authenticity** is now your **greatest differentiator.**

In a sea of automation, **real human connection stands out.** Buyers crave *sincerity*—messages that reflect *real thought, effort, and personality.* The solution isn't to ditch technology, but to **pair it with authenticity.**

Use AI to streamline your workflow, but lead with human touches:

- Personalize your outreach with real research
- Send videos where your tone and intent shine through
- Deliver at scale, but connect on a human level

When done right, your outreach creates what psychologists call a **parasocial relationship**—a one-sided bond where the viewer *feels like they know and trust you*, simply by seeing you on video. It's the same effect that makes millions feel connected to public figures like Oprah.

This connection **builds trust before a single meeting is booked.** And when that meeting happens, the prospect already feels familiar with you—*making it easier to close the gap between outreach and relationship.*

Authenticity isn't fluff. It's your edge in an AI-saturated world.

THE DUBBB FRAMEWORK FOR MODERN PROSPECTING

Prospecting

- 1:1 video emails
- Email/SMS campaigns
- Booking links

Lead Generation

- Bio link
- YouTube videos
- Social media reels

Content Mining

- Testimonials
- Case studies
- Reviews



Nurturing

- Screen videos
- Automation (SMS/Email)
- Screen ads

Closing

- Document walkthroughs
- Testimonials
- Case studies

Client Comm

- Zoom plugin
- Video emails
- Project management

Your New Sales Operating System

Prospecting has evolved—and with the right tools, it's become one of the best ways to grow your business. **The Dubbb Framework** helps you scale outreach with authenticity, automation, and data.

At **Dubbb**, we've built what many consider the modern sales OS—a platform that combines *AI*, *video*, *CRM*, and *automation* to help you **2x–10x your results**.

How to Activate the Dubbb Framework



1. Start Your Free Trial

Sign up at [Dubbb.com](https://dubb.com)—no credit card required. Get 7 days of full access to explore AI-powered video prospecting.



2. Join Daily Live Training on Zoom

Every weekday at 10 AM PT, learn from Rob Botts and the Dubbb team how to generate more leads, book more meetings, and master the platform with live Q&A.



3. Book Your 1-on-1 Growth Strategy Call

Meet with a Dubbb growth coach for a free personalized strategy session tailored to your business goals.



4. Install the Dubbb Chrome Extension

Record and send videos seamlessly from Gmail, LinkedIn, or your CRM using your webcam or screen capture, then embed videos into messages with a click.



5. Download the Dubbb Mobile App (iOS & Android)

Record and send videos seamlessly from Gmail, LinkedIn, or your CRM using your webcam or screen capture, then embed videos into messages with a click.



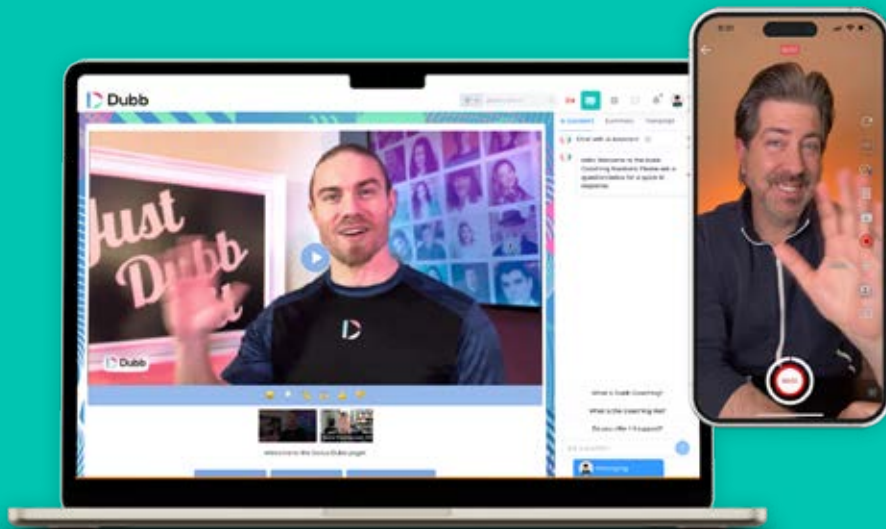
6. Use the Desktop App for Advanced Video Creation

Create, edit, and track videos easily. Host live or asynchronous presentations and monitor engagement to optimize your outreach.



7. Make the Dashboard Your Daily Hub

Use real-time data on views and clicks to see what works, refine your campaigns, and boost conversions consistently.



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At Dubb, we practice what we preach—delivering value, building human connection, and offering real support.

Here's what we're offering:

1. A **free 7-day trial** of Dubb.com—no credit card required.
2. A **free expert strategy session** with a member of our team to help you craft a personalized video strategy.
This is a **\$200 value**, with no commitment.

Just scan the QR code or click the link to sign up. Once you do, a team member will reach out to activate your trial and schedule your strategy session—so you can make the most of the platform.



Chrome



App Store



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