

# Sendkit Snapshot

## 3 Outbound Plays We Use to Spark More Sales Conversations



**SendKit**

We've tested 100,000+ cold emails for B2B teams. These 3 plays work each and every time to unlock replies and book meetings, without adding tools or team members.

**"Outbound doesn't rely on volume - it needs sharper signals and simpler asks. That's what works consistently."**

**ED HALL - FOUNDER**

	ACTION	OUTCOME	OUR ANGLE
<b>27%</b> Increase in demo bookings	<b>Value-First CTA</b> No pressure pitch - spark interest first, save the call for later	Feels less transactional, boosts replies.	<ul style="list-style-type: none"><li>We've tested 10+ CTA variations - value-first consistently gets the conversation started.</li></ul>
<b>100k</b> Cold emails tested across B2B	<b>Triggered Targeting</b> No one-size-fits-all. Target based on real buyer signals.	Messaging lands where the buyers are <i>now</i> .	<ul style="list-style-type: none"><li>We filter by hiring, funding, or personal signals for timing fit.</li></ul>
<b>3X</b> Replies using contextual openers	<b>3-Line Cold Open</b> → Signal → Empathy → Value	Hooks attention. Cuts fluff. Builds instant relevance.	<ul style="list-style-type: none"><li>We personalise our openers to reflect what matters to the person - no AI fluff.</li></ul>

## Ready for outbound?

We'd love to chat. Just reply to the email we sent you or drop us a message and we'll walk you through what it could look like.

## Next Steps

### 1. Say hello

Quick intro and sync

### 2. Align goals

See if there's a fit

### 3. Your Plan

Outbound setup, done for you