



Building your own AI-Lead Gen System and unlock massive growth

★ TRUSTED BY 150+ COMPANIES AND LEADING INVESTORS

What you can achieve **if done right!**

Client achievements within 12 months:

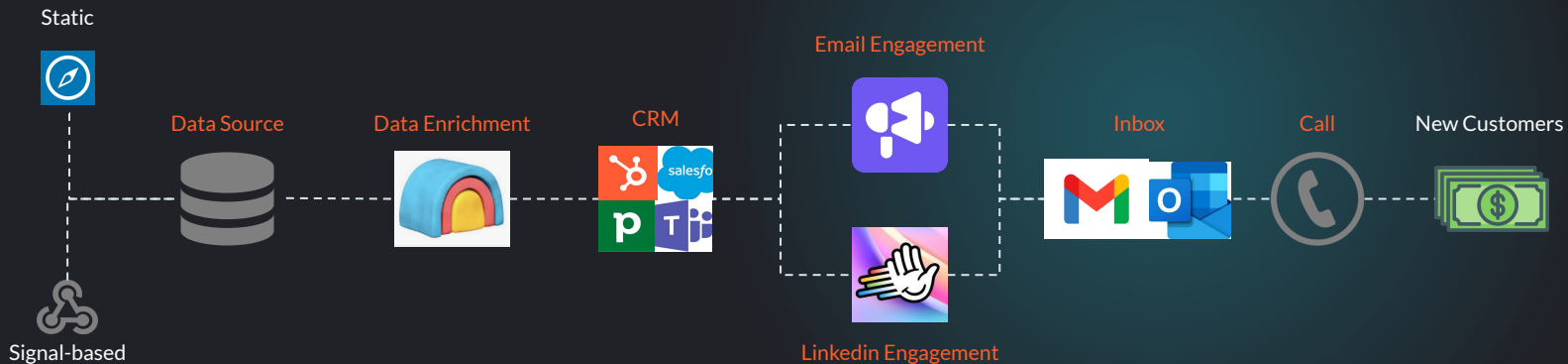
1. 400+ calls booked
2. CHF 800k closed won so far in pilots
3. LTV of CHF 8M



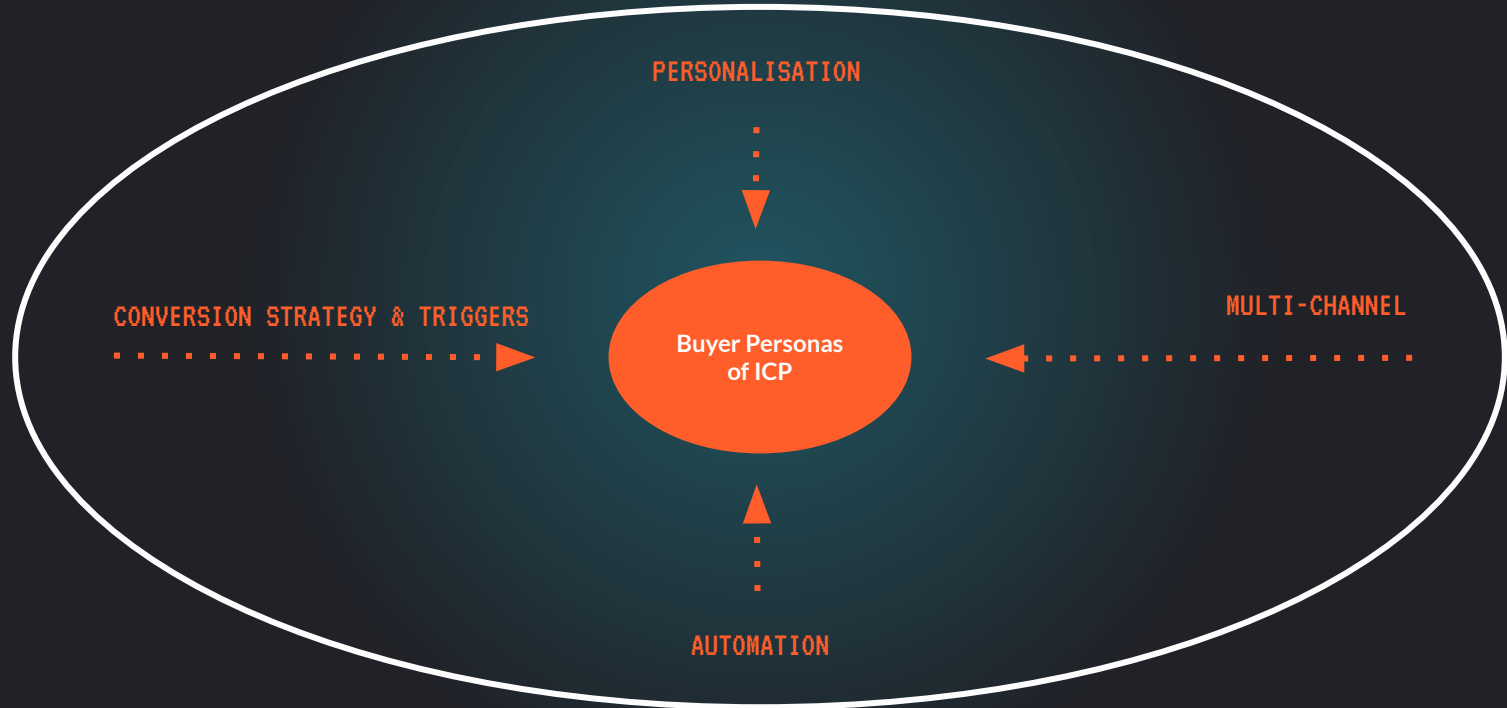
Watch the testimonial

C Campaign 4 - [REDACTED]	643	315 65.87%	0	135 69.95%	88 65.19%
Active Created At: 23 Oct, 05:27 pm 3 sequences	✉ Sent	✉ Opened	⚡ Clicked	✉ Replied	💰 Positive Reply
C Campaign 4 - [REDACTED]	424	196 60.12%	0	40 40.82%	29 72.50%
Completed Created At: 23 Oct, 05:25 pm 3 sequences	✉ Sent	✉ Opened	⚡ Clicked	✉ Replied	💰 Positive Reply
C Campaign 4 - [REDACTED]	757	291 55.74%	0	44 26.67%	32 72.73%
Completed Created At: 23 Oct, 05:19 pm 3 sequences	✉ Sent	✉ Opened	⚡ Clicked	✉ Replied	💰 Positive Reply
C Campaign 4 - [REDACTED]	494	465 95.26%	0	92 45.77%	64 69.57%
Completed Created At: 23 Oct, 05:18 pm 3 sequences	✉ Sent	✉ Opened	⚡ Clicked	✉ Replied	💰 Positive Reply
C Campaign 4 - [REDACTED]	311	304 95.31%	0	47 38.52%	31 65.96%
Completed Created At: 23 Oct, 05:16 pm 3 sequences	✉ Sent	✉ Opened	⚡ Clicked	✉ Replied	💰 Positive Reply
C Campaign 4 - [REDACTED]	593	253 57.61%	0	87 54.72%	50 57.47%
Active Created At: 23 Oct, 05:14 pm 3 sequences	✉ Sent	✉ Opened	⚡ Clicked	✉ Replied	💰 Positive Reply
C Campaign 4 - [REDACTED]	376	142 55.03%	0	25 30.49%	15 60%
Completed Created At: 23 Oct, 05:06 pm 3 sequences	✉ Sent	✉ Opened	⚡ Clicked	✉ Replied	💰 Positive Reply
C Campaign 4 - [REDACTED]	280	166 81.75%	0	50 48.54%	34 68%
Completed Created At: 23 Oct, 05:01 pm 3 sequences	✉ Sent	✉ Opened	⚡ Clicked	✉ Replied	💰 Positive Reply

An automated and integrated process



Build a **targeted** and **scalable** system



3 most common **mistakes** to master

1

Market & Targeting

2

Technology

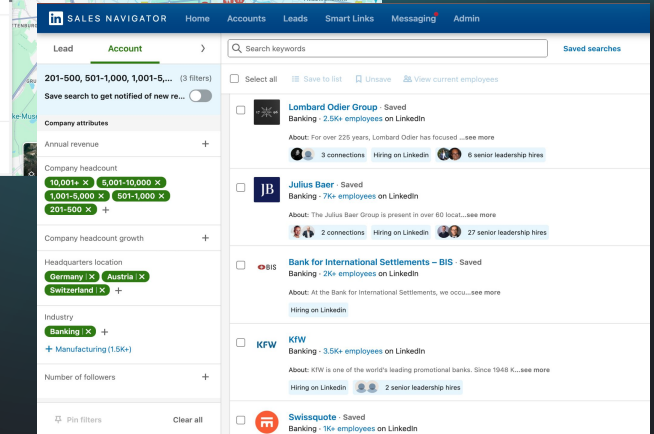
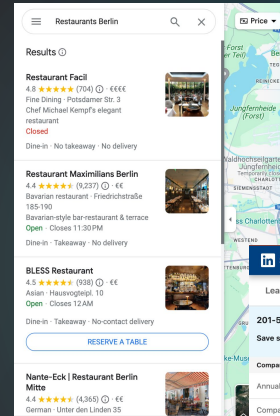
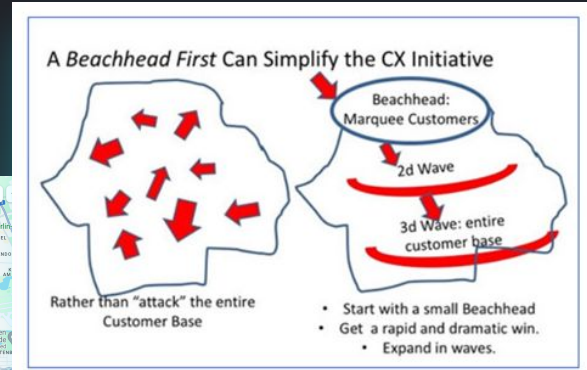
3

Conversion Strategy

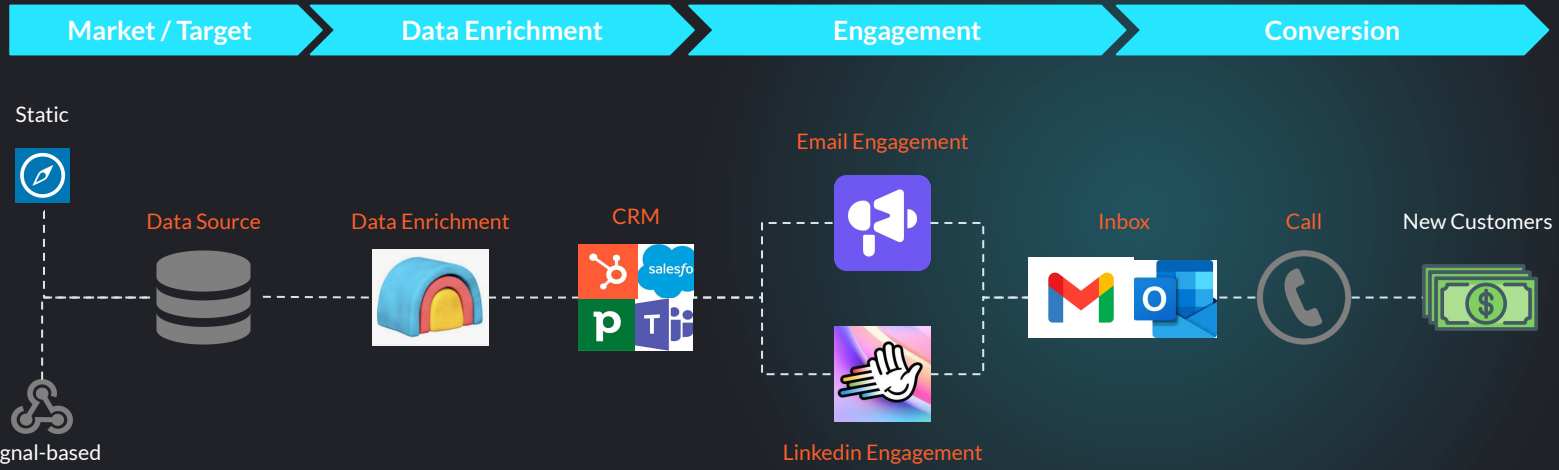
1. Market & Targeting

“Trying to be everything to everyone often leads to being nothing to no one.”

1. Identify your most attractive customer segment
2. Scrape the market to understand sizes and potentials
3. Develop neat messaging and value



2. Technology



3. Conversion Strategy

ACV	<10k For simple solutions with clear pain<>value understanding	10-50k Larger but standardised solutions. Pain<>value understanding with some help and guideline	>50k Complex or custom solutions. Pain<>value understanding needs investigation and customisation.
Principle	Lower CAC as much as possible / Automation / Group Selling / Open free value / High-frequency touch points	Identify intent fast / Invest where it makes sense / Gated free value / sustained account-based outreach	Offer high value / personal and very exclusive / tailored and custom / extended stakeholder mapping
Strategy Examples	<ol style="list-style-type: none"> 1. Group Sales Webinars 2. Community Approach 3. Competitor approach 4. Free value / Testing 5. Signal-based 	<ol style="list-style-type: none"> 1. (Direct to call) 2. Lead Magnets 3. Events/Fairs 4. Interview/Market Study 5. Signal-based 	<ol style="list-style-type: none"> 1. Thought Leadership 2. Round table 3. Events/Fairs 4. Proof-of-Concept 5. Signal-based (as support)

SDR-Agents: Signal-based prospecting (Advanced)

SDR-Agent” is a term we at Peakora started using to describe fully automated workflows that identify an intent signal from a potential buyer, enrich the data, and directly send a personalised and relevant message over email and/or LinkedIn to the person with a fitting value offering.

How?

- We identify signals from the web using AI tools
- Data is pushed into Clay, filtered in line with our qualification criteria and what fits is enriched with email/phone etc.
- Data is synced into CRM and Outbound Tool and buyer persona receives a personalised message offering value linked to the identified signal

Why it works well

- Highly relevant due to signal and timing
- Need is identified, good reply rates if your solutions fits
- Fully automated - Save massive costs as SDR Job is automated

Job Change
of Champion

New hire in
key account

New funding

Good/Bad
reviews

News/Linked
in Activity

...

Yearly timeline

