

# CLIENT TARGETING FOR ACTIVE SALES

## Vladislav — Your B2B Active Sales Manager

### 1. PHILOSOPHY: I DON'T SHOOT BLIND — I FIND THE EXACT TARGET

I don't cold-call directories or send emails "on a chance." I identify companies and individuals who need your product right now — through OSINT signals, market analysis, and CRM data. Targeting is not a marketing setting, but a sales skill: I understand who to call, when to call, and with what offer. Every contact is precise, with context and a reason. This delivers conversion rates several times higher than mass cold calling.

### 2. TARGETING METHODS

| Method                   | How It Works   |
|--------------------------|--|
| ICP Profiling            | I build an ideal client profile: industry, size, geography, tech stack, pain points, budget. All contacts match the profile. |
| OSINT Triggers           | I find companies by signals: hiring, investments, leadership changes, product launches, new market entries.                  |
| Funnel Segmentation      | I split the database into segments by readiness: hot (trigger confirmed), warm (interest), cold (potential).                 |
| Look-alike Analysis      | I find companies similar to your best clients: same industries, size, pain points, behavior.                                 |
| Personalized Touchpoints | Every contact mentions the trigger: "I see you're building a sales team" or "You just opened a branch in [city]."            |

### 3. PROCESS: FROM MARKET TO FIRST TOUCHPOINT

- Current Client Analysis: I study who already buys: industries, sizes, pain points, average ticket. I find patterns.
- ICP Building: I formalize the profile: mandatory criteria, preferred criteria, exclusions. Aligned with you.
- Market Scan: OSINT tools, registries, tenders, LinkedIn, job postings, news — I find companies matching the ICP.
- Trigger Identification: I filter by buying-readiness signals: growth, hiring, investments, issues, supplier changes.
- Prioritization: A — call today, B — this week, C — next month. Resources go to A.
- Targeted Outreach: Personalized first contact with context. Not "hello, we're a company...", but a specific offer tailored to the situation.

### 4. WORK FORMATS

| Format                   | What You Get   |
|--------------------------|--|
| Targeting Sprint (4 wk.) | ICP, market scan, 50–150 companies with triggers and DMs. A/B/C prioritization, outreach launch. |
| Database Segmentation    | Breakdown of existing database by readiness and potential. Priority recommendations.             |
| Look-alike Search        | 30–50 companies similar to your best clients. With DM contacts and triggers.                     |
| Trigger Monitoring       | Weekly signal tracking on target segments: who has "ripened" for contact.                        |

### 5. WHY IT WORKS

Managers call everyone indiscriminately — 90% of contacts go nowhere, motivation drops, results are zero. I first find those who need the product, then make the call. Targeting through OSINT and triggers delivers first-contact conversion 3–5x higher than cold calling from a directory. You pay for precise work with "hot" companies, not for thousands of empty calls.

Problems I solve:

- Managers call from directories — 90% of contacts aren't relevant
- No clarity on who to sell to — the product fits many, but conversion is low
- Inbound is scarce, cold calls don't work — no triggers or context

Ready to discuss your challenge. Reach out and I will respond personally.

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- The database is large but unsegmented — managers waste time on "cold" contacts
- Competitors arrive first — you're not monitoring market signals

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Want to call only those who will buy? Bring me in — I'll find companies with confirmed triggers and reach the decision-maker in 4 weeks. Precise targeting instead of mass cold calling. Don't need me — disconnect without risk.