

AI Sales Outreach Playbook

End-to-End System for AI-Powered Sales

By Justin P. Barrett | justinbarrett.com | Alive LLC

Overview

This playbook walks you through building a complete AI-powered sales pipeline — from identifying ideal customers to personalized outreach to follow-up automation. Every step includes specific tools and prompt templates.

Step 1: Define Your Ideal Customer Profile

Before any outreach, get crystal clear on who you're targeting.

- & Company size (employees, revenue)
- & Industry/vertical
- & Technology they use (can be identified via tools)
- & Recent triggers (funding, hiring, product launch, expansion)
- & Decision maker title and department
- & Pain points your product solves for this specific profile

Step 2: Build Your Prospect List

Tool stack: Apollo.io + Clay + LinkedIn Sales Navigator

- Use Apollo to search by ICP criteria — export 200-500 leads
- Enrich in Clay: pull LinkedIn bio, recent posts, company news, tech stack
- Score leads by fit (how closely they match your ICP)
- Filter to top 50-100 highest-fit prospects

Step 3: Research & Personalize

Use AI to research each prospect and generate personalized opening lines.

- **Personalization prompt**
"Research [name] at [company]. Find: 1 recent LinkedIn post or company news, 1 specific challenge they likely face given their role, 1 connection point to [your product]. Write a personalized opening line under 20 words."
- **Batch processing**
Use Clay's AI columns to run this research across all prospects automatically.

Step 4: Write Your Email Sequence

A 4-email sequence optimized for response rates:

1. Email 1: The Opener (Day 1)

Personalized reference + one clear value proposition + soft CTA (question, not meeting request). Under 80 words.

2. Email 2: The Value Add (Day 3)

Share something useful (insight, resource, case study) relevant to their specific situation. Under 60 words.

3. Email 3: The Social Proof (Day 7)

Brief case study or metric from a similar company. "We helped [similar company] achieve [result]." Under 50 words.

4. Email 4: The Breakup (Day 14)

Polite, brief, creates urgency without being pushy. "Closing the loop — if timing isn't right, no worries." Under 40 words.

Step 5: Send & Automate

Tool: Instantly.ai or Lemlist

- & Set up email warmup (2 weeks before sending)
- & Configure sending limits (30-50/day per inbox)
- & Upload sequences with personalization variables
- & Set up reply detection — stop sequence when prospect responds
- & Track open rates, reply rates, and meeting bookings

Key Metrics to Track

- Open rate target: 50%+ (if below, fix subject lines)
- Reply rate target: 5-15% (if below, fix personalization and value prop)
- Meeting booking rate: 2-5% of total outreach
- Pipeline generated per 100 emails sent
- Cost per meeting booked

About the Author

Justin P. Barrett is an entrepreneur, artist, and author. As CEO of Eyesafe, he built the global standard for display health technology. As founder of Alive LLC, he helps lean teams implement AI systems that actually work — agent architectures, knowledge bases, and automation workflows.

justinbarrett.com | justin@justinbarrett.com