



EMPIRAA
SIGNAL

THE GUIDE

/// THE GUIDE FOR GROWING BUSINESSES

GROW YOUR SALES **IN 2027**

A practical sales playbook for Australian owners and sales teams who want a fuller pipeline without working longer hours.

INCLUDES

A 10-minute sales health check, a 2027 sales numbers calculator, a follow-up cadence you can copy, and a plain-English guide to Australian outreach rules.

CONTENTS

1	The 2027 sales reality for growing businesses	3	8	Follow up like it matters	17
2	Your sales health check	5	9	Turn conversations into deals	19
3	Work back from your 2027 number	7	10	Run your pipeline every week	21
4	Know exactly who you sell to	9	11	Audit your sales stack	23
5	Build a pipeline that never runs dry	11	12	Use AI without sounding like a robot	25
6	Outreach that gets replies	13	13	Your weekly sales rhythm	27
7	Stay on the right side of the rules	15	14	Worksheets	29

HOW TO USE THIS GUIDE

This guide is for business owners who sell, sales managers and salespeople in growing Australian businesses. It suits trades and building services, professional services, manufacturing, wholesale, logistics, and any business that sells to other businesses.

Start with the health check on page 5. It takes 10 minutes, and it shows which chapters will make the biggest difference for you. The worksheets at the back are ready to print and use this week.

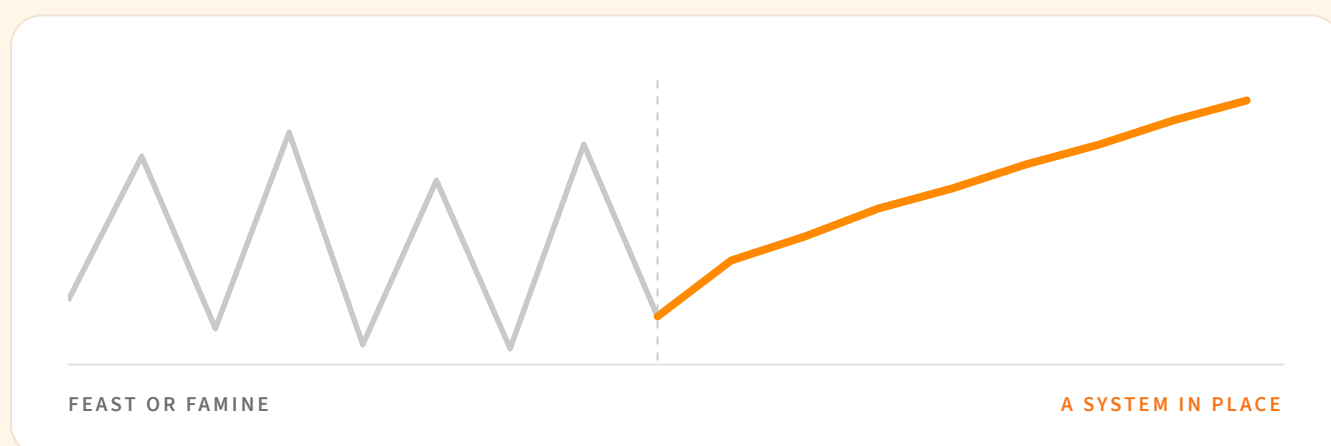


You'll see short callouts titled **How Empiraa Signal handles this**. Empiraa Signal is an AI-powered sales system. It brings finding prospects, outreach, follow-up, booking meetings, proposals and your pipeline into one place, for one flat monthly price with unlimited users. Everything in this guide works with or without software. The callouts show one way to do it with less admin.

WORKING HARDER ISN'T A SALES STRATEGY

If your business has grown on referrals, repeat customers and word of mouth, you're in good company. It's how most growing Australian businesses get started. But referrals are unpredictable. They arrive in bursts, then go quiet, and you can't turn them up when you need more work.

At some point, every growing business hits the same wall. The owner or the best salesperson is too busy delivering to find new customers. Then a quiet month arrives, and everyone scrambles.



WHAT'S CHANGED HEADING INTO 2027

Buyers research before they talk to you. By the time a prospect replies, they've often already compared you with others. First impressions and fast follow-up matter more than ever.

Attention is harder to earn. Generic emails and scripts get ignored. Relevant, specific outreach still works.

Tools cost more as you grow. Many sales tools charge per user, so the cost of your system rises every time you hire.

AI has raised the bar. Your competitors can research, write and follow up faster than before. The businesses that use it well will outpace the ones that don't.

THE FIX IS A SYSTEM, NOT MORE EFFORT

The businesses that grow sales consistently don't rely on talent or luck. They run a simple, repeatable system:

1

Know your number.

2

Know who you sell to.

3

Put fresh prospects in front of your team every day.

4

Follow up without fail.

5

Review the pipeline every week.

This guide walks through each step, in order.

SCORE YOUR SALES SYSTEM IN 10 MINUTES

Score each statement honestly:

0 = no, or we don't know

1 = partly, or some of the time

2 = yes, consistently

#	STATEMENT	SCORE
1	We know our 2027 sales target, and how many new customers it takes to hit it	
2	We can describe our ideal customer in a few specific lines	
3	New prospects are added to our pipeline every week, not just when things are quiet	
4	We contact new enquiries within an hour	
5	Every prospect gets at least five follow-up touches before we give up	
6	Our outreach follows Australian spam and telemarketing rules	
7	Every deal has a clear next step and a date	
8	We review the pipeline together every week	
9	Our sales tools don't get more expensive each time we hire	
10	Our team spends more time selling than updating systems	
Total (out of 20)		

WHAT YOUR SCORE MEANS

0 TO 8

Sales depends on luck. Work comes in, but not predictably. Start with chapters 3, 4 and 5: your number, your ideal customer and your pipeline.

9 TO 15

Sales is working, but leaking. You have the basics, but follow-up, speed or admin is costing you deals. Focus on chapters 6, 8 and 10.

16 TO 20

Sales is a system. You're in good shape. Use chapters 11, 12 and 13 to cut costs, use AI well and scale what works.

Keep your score handy. Come back to it at the end of the year and score your sales system again.

TURN A REVENUE GOAL INTO A DAILY ACTIVITY

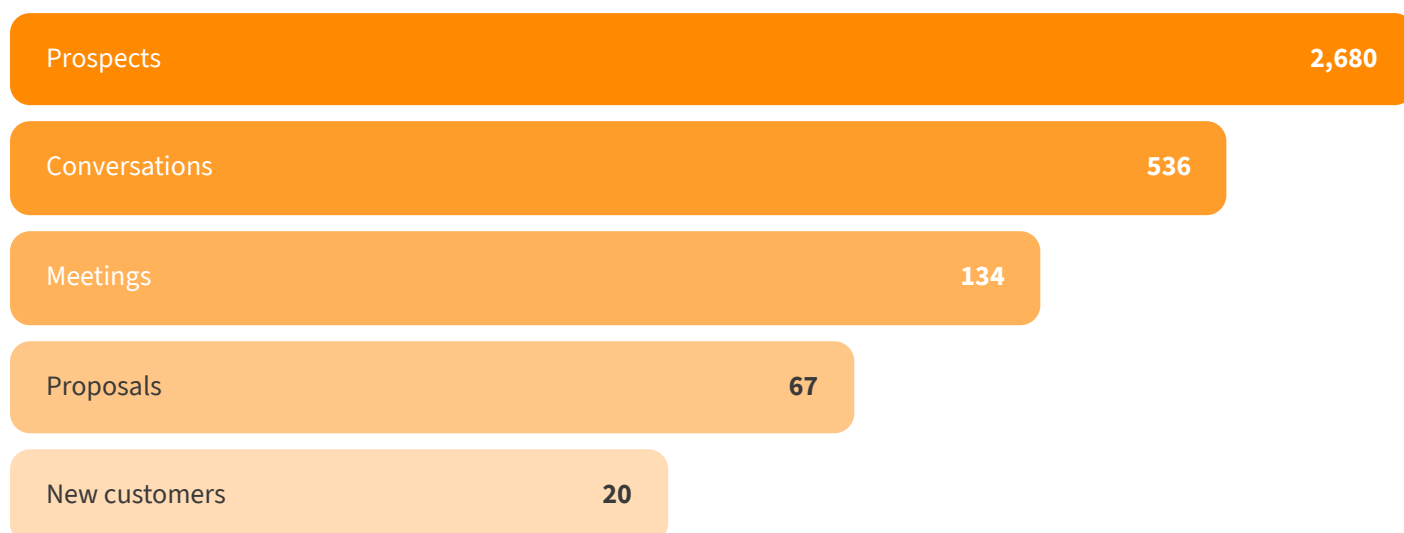
"Grow sales" isn't a plan. A plan tells you what to do each day. The simplest way to get there is to work backwards from the revenue you want, one step at a time.

THE SALES MATHS

1. **New revenue target.** How much new revenue do you want from new customers in 2027?
2. **Average deal value.** What's a typical new customer worth?
3. **New customers needed.** Revenue target divided by average deal value.
4. **Proposals needed.** New customers divided by your proposal win rate.
5. **Meetings needed.** Proposals divided by the share of meetings that lead to a proposal.
6. **Conversations needed.** Meetings divided by the share of conversations that turn into a meeting.
7. **Prospects needed.** Conversations divided by the share of prospects who have a real conversation with you.
8. **Prospects per day.** Prospects needed divided by your selling days.

WORKED EXAMPLE

A commercial cleaning business wants A\$300,000 in new revenue in 2027.



STEP	ASSUMPTION	RESULT
New revenue target		A\$300,000
Average deal value	A\$15,000 a year	
New customers needed	$A\$300,000 \div A\$15,000$	20
Proposals needed	30% of proposals win	67
Meetings needed	50% of meetings lead to a proposal	134
Conversations needed	25% of conversations lead to a meeting	536
Prospects needed	20% of prospects have a conversation	2,680
Prospects per week	Over 46 selling weeks	58
Prospects per day	Over 5 days	about 12

These rates are examples. Use your own numbers where you have them. If you don't track them yet, start with these, and adjust after 90 days.

WHAT THE EXAMPLE TELLS YOU

Twelve new, well-chosen prospects a day, contacted properly, is what it takes. That's achievable for one person with an hour a day. The number only works if the prospects are the right fit, and if every one is followed up. That's what the next chapters cover. A matching blank calculator is on page 29.

THE RIGHT 12 PROSPECTS BEAT THE WRONG 100

Most businesses don't have a lead problem. They have a targeting problem. Time goes into chasing companies that were never going to buy. Your ideal customer profile, or ICP, is a short description of the customers you win most often, and who are most worth winning.

WRITE YOUR ICP IN SIX LINES

LINE	WHAT TO WRITE	EXAMPLE: COMMERCIAL CLEANING, AUSTRALIA
Industry	The industries you sell to	Property management, aged care, childcare centres, private schools, medical centres
Location	Where they are	Greater Sydney and the Central Coast
Size	Staff numbers or revenue	20 to 500 staff, or 2,000 square metres or more of floor space
Include	What makes them a strong fit	Multiple sites, currently outsourcing cleaning, compliance-heavy environments
Exclude	Who to avoid	Single-person offices, government tenders, companies with in-house cleaning teams
Titles	Who makes or influences the decision	Facilities manager, operations manager, practice manager, general manager

FIND YOUR ICP IN YOUR OWN CUSTOMER LIST

List your 10 best customers from the past two years. For each one, note:

the industry, size and location

who signed off the deal

how you found them

why they chose you

how profitable they are

The patterns that repeat are your ICP. The customers who were painful or unprofitable tell you who to exclude.

LOOK FOR BUYING TRIGGERS

Some moments make a company more likely to buy. For example:

- a new site, or a move
- a new manager in the decision-making role
- a contract coming up for renewal
- rapid hiring
- a compliance change

Reaching out when a trigger happens makes your message relevant straight away.



HOW EMPIRAA SIGNAL HANDLES THIS

Describe your ideal customer in Signal using these same six lines. Signal analyses your ICP, and learns from the deals you win, to find companies that are more likely to convert. As you close more deals, the prospects it finds keep getting sharper.

FRESH PROSPECTS, EVERY DAY

The biggest reason pipelines run dry is simple. Prospecting only happens when things are quiet. By then, it's too late. A new prospect today becomes a customer in weeks or months, not tomorrow.

THE RULE: PROSPECT EVERY DAY, EVEN WHEN YOU'RE BUSY

Treat prospecting like any other non-negotiable part of running the business. Put a fixed block in the calendar, protect it, and add new prospects every working day. Small, steady numbers beat big bursts.

WHY BOUGHT LISTS AND OLD SPREADSHEETS FAIL

- **They go stale fast.** People change roles, companies move, and emails bounce.
- **They're generic.** Nobody chose those companies for your business.
- **They can break the rules.** Lists built by harvesting email addresses can put you offside with the Spam Act (see page 15).
- **They create a one-off burst,** followed by another dry spell.

KNOW WHO YOU'RE TALKING TO BEFORE YOU REACH OUT

For every prospect, gather enough context to make your first message relevant:

- what the company does, its size and its locations
- who the decision maker is, and their role
- anything recent: news, hiring, new sites, awards
- how you could genuinely help them

Five minutes of research turns a cold message into a relevant one.

PRIORITISE, DON'T JUST COLLECT

Not every prospect deserves the same effort. Rank prospects by how closely they match your ICP, and by any buying triggers. Your best-fit prospects get the most personal outreach, and a phone call.

40 prospects to review
Last 7 days
Refresh

Companies matching Independent Management Consultants Specializing in Digital Transformation
Thursday, 17 September

2 selected
Add to Prospects
No reason
Dismiss

☐	Company	ICP match	Industry	Location	Size	Fit	Arrived
☒	 Ambit Associates ✓ ambitassociates.com	Matches ICP: Independent Management Consultants Specializing in Digital Transformation	Technology Cons...	Australia & New ...	Boutique t...	● 44	Today
☐	Automation Consulting ✓	Matches ICP: Independent Management Consultants					



HOW EMPIRAA SIGNAL HANDLES THIS

Signal delivers new prospects that match your ICP every morning. That's ten new, researched prospects ready to contact, without buying lists or searching LinkedIn for hours. It enriches every prospect with company context, decision makers and buying signals, so you know who to prioritise and what to say. New prospects go straight into your pipeline.

RELEVANT BEATS CLEVER

The outreach that works in 2027 is short, specific and clearly about the other person's business. It doesn't need to be clever. It needs to show you've done your homework, and that you can help.

A FIRST EMAIL THAT WORKS: THE FOUR-PART STRUCTURE

1

A relevant opener. Something specific to them, not "I hope this finds you well".

2

The problem you solve. Framed around their world, in one or two sentences.

3

Proof. A short example of a similar business you've helped.

4

A simple ask. One easy next step.

EXAMPLE • SUBJECT: CLEANING ACROSS YOUR THREE PARRAMATTA CENTRES

Hi Sarah,

I saw Little Explorers opened its third centre in Parramatta last month. Congratulations.

Most childcare operators we speak with find cleaning standards slip once they're managing more than one site, especially with accreditation visits to prepare for.

We clean eight early learning centres across Western Sydney, and help their directors stay audit-ready without chasing contractors.

Would a 15-minute call next week be worth it to see if we could help across your sites?

James Nguyen

Director, BrightClean Commercial

0400 000 000 | brightclean.com.au

Not interested? Reply "no thanks" and I won't contact you again.

Business names in this example are fictional.

PICK UP THE PHONE

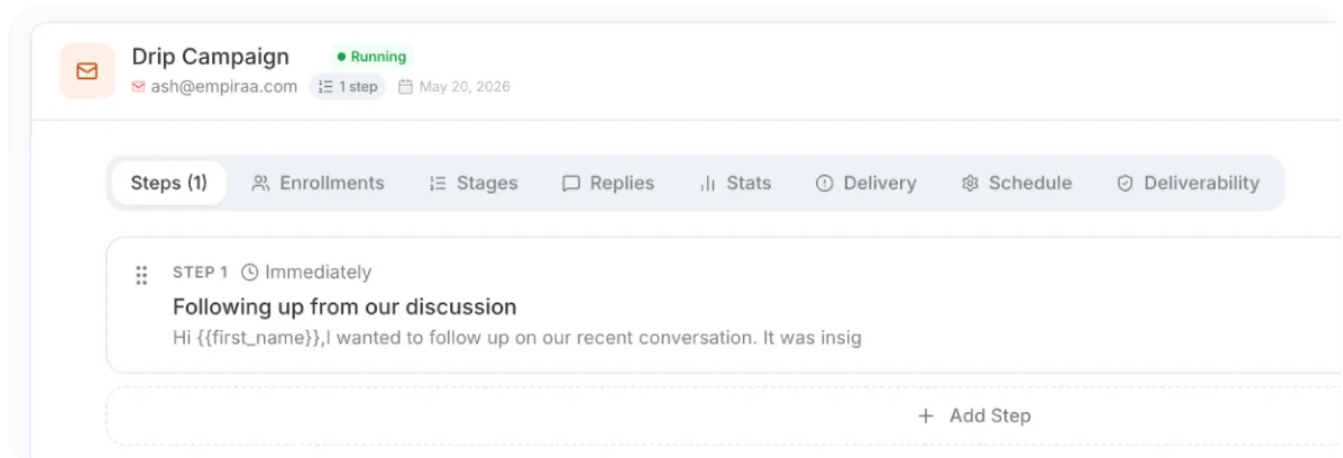
Email opens the door. Phone calls often close the gap. A short, polite call to a well-researched prospect, following an email, is one of the most effective sales activities for growing businesses.

A 30-SECOND CALL OPENER

"Hi Sarah, it's James from BrightClean. I sent you a note last week about cleaning across your Parramatta centres. Is now a bad time for 30 seconds?" If yes, explain in one sentence why you called, and ask one question about their current situation. If they're busy, ask when would be better.

LINKEDIN

Connect with decision makers before or after your first email. Comment on their posts where you genuinely have something to add. Keep direct messages short and relevant, and never paste a sales pitch into a connection request.



General information only, not legal advice. For full requirements, see the ACMA website at acma.gov.au.

A PLAIN-ENGLISH GUIDE TO AUSTRALIAN OUTREACH RULES

EMAIL, SMS AND OTHER ELECTRONIC MESSAGES: THE SPAM ACT 2003

Commercial electronic messages sent to Australian addresses must meet three conditions.

1 Consent.

- **Express consent** is when someone has agreed to receive messages from you.
- **Inferred consent** can arise from an existing business relationship. It can also arise when a person's work email address is conspicuously published, for example on their company website, provided three things are true: there's no statement saying they don't want to receive unsolicited messages, your message is relevant to their role or their business, and you don't guess or generate the address.

2 Identify yourself. Every message clearly identifies your business, with accurate contact details.

3 Unsubscribe. Every message includes a working way to opt out. Opt-outs must be honoured within five business days.

Don't use harvested lists. The Spam Act prohibits using address-harvesting software, or lists created with it.

PHONE CALLS: THE DO NOT CALL REGISTER

- **The Do Not Call Register.** Numbers used mainly for business can't be added to the register, so calls to genuine business numbers generally aren't blocked by it. However, a phone used for both business and personal purposes can be registered if personal use is more than 50%. Many owners of growing businesses use one mobile for both. If you call mobile numbers, wash your list against the register.
- **Calling hours apply to all telemarketing calls.** The industry standard allows calls from 9am to 8pm on weekdays and 9am to 5pm on Saturdays, with no calls on Sundays or national public holidays. Hours are based on the recipient's location, so watch time zones.
- **On every call:** your number must display, you must say who you are and why you're calling, and you must end the call if asked.

A SIMPLE COMPLIANCE CHECKLIST

- ☐ Every email address was found on a public source, relevant to the person's role
- ☐ Every message identifies our business and contact details
- ☐ Every message has a working opt-out, honoured within five business days
- ☐ Our opt-out list is checked before every send
- ☐ Mobile numbers are washed against the Do Not Call Register
- ☐ Calls happen within permitted hours, in the prospect's time zone
- ☐ Our caller ID is displayed on every call



HOW EMPIRAA SIGNAL HANDLES THIS

Signal keeps every prospect, email and call in one place, so you have a clear record of who you contacted, when, and how.

MOST DEALS ARE WON IN THE FOLLOW-UP

Very few prospects reply to the first message. That's not rejection. It's timing, attention and a busy inbox. The businesses that win are usually the ones that follow up consistently, politely and with something useful to say.

SPEED MATTERS MORE THAN ALMOST ANYTHING

When someone enquires, how fast you respond changes everything. A Harvard Business Review study of more than 2,000 companies found that businesses that contacted an online lead within an hour were nearly seven times as likely to qualify it as those that waited even an hour longer. They were more than 60 times as likely to qualify it as companies that waited 24 hours or more.

Source: Oldroyd, McElheran and Elkington, "The Short Life of Online Sales Leads", Harvard Business Review, March 2011.

1 hour

Set a rule: every inbound enquiry gets a response within an hour during business hours.

A 14-DAY FOLLOW-UP CADENCE YOU CAN COPY

DAY	CHANNEL	WHAT TO DO
1	Email	The four-part first email from page 13
2	LinkedIn	Connect, with no pitch
3	Phone	Call. If no answer, leave a short voicemail referencing your email
5	Email	Share something useful: a relevant example, a tip, or a short case study
8	Phone	Call again, at a different time of day
10	Email	A new angle. Mention a different problem you solve
14	Email	A polite close: "I don't want to clutter your inbox. Should I close the loop on this for now?"

RULES FOR GOOD FOLLOW-UP

- **Add value every time.** Never send "just following up". Bring something new.
- **Change the channel.** Mix email, phone and LinkedIn.
- **Change the time.** Try early morning, lunch and late afternoon.
- **Stop when asked.** Respect a no immediately. It protects your reputation.
- **Come back later.** A "not now" prospect can go on a reminder for three to six months.



HOW EMPIRAA SIGNAL HANDLES THIS

Build your follow-up as an automated email sequence in Signal, so every email goes out on schedule without anyone having to remember. Every prospect in your pipeline has a clear next step, so calls happen when they should. Nothing depends on memory.

FROM FIRST REPLY TO SIGNED PROPOSAL

BOOK THE MEETING WITHOUT THE BACK-AND-FORTH

When a prospect says yes to a conversation, make booking effortless. Send a link where they can pick a time that suits them, instead of trading emails for three days. Every extra step loses some prospects.

RUN A 15-MINUTE DISCOVERY CALL

The goal of the first call isn't to pitch. It's to understand whether you can help, and what a good outcome looks like for them.

MINUTES	FOCUS	EXAMPLE QUESTIONS
0 to 2	Set the agenda	"I'd love to understand how things work today, share a bit about us, and see if there's a fit. Sound okay?"
2 to 8	Their situation	"How do you handle this today? What's working? What's frustrating?"
8 to 11	The impact	"What happens if this doesn't change? Who else is affected?"
11 to 13	How you help	A short, specific explanation, linked to what they just told you
13 to 15	Next step	"Would it help if I put together a proposal? Who else should see it?"

PROPOSALS THAT CLOSE

A good proposal is short, clear and about the customer. Include:

1 Their situation, in their own words from the discovery call.

2 The outcome they want.

3 What you'll do, clearly scoped.

4 The investment, with simple options where possible.

5 Proof, such as a relevant example or testimonial.

6 Next steps, with a clear way to accept.

FOLLOW UP EVERY PROPOSAL WITHIN 48 HOURS

Book the proposal review call before you send the proposal. Walking through it together wins far more often than emailing a PDF and waiting.



HOW EMPIRAA SIGNAL HANDLES THIS

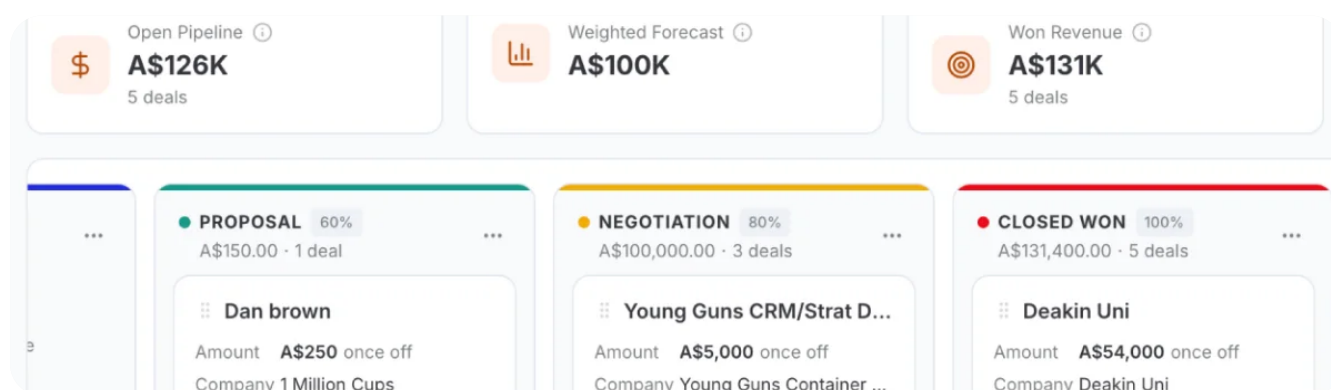
Signal includes a built-in **scheduler**, so prospects book meetings straight from your link, and meetings land in your pipeline. You can **call** prospects, and create and send **proposals**, from the same system, so there's no switching between a separate booking tool, proposal software and your CRM.

YOUR PIPELINE IS ONLY USEFUL IF IT'S HONEST

A pipeline full of deals that are never going to close feels good, and it hides the truth. A useful pipeline shows exactly what's real, what's stuck and what needs attention this week.

DEFINE STAGES BY WHAT THE BUYER HAS DONE, NOT WHAT YOU HOPE

STAGE	THE DEAL MOVES HERE WHEN...
New prospect	They match your ICP and are ready to contact
In conversation	They've replied, or you've spoken
Meeting booked	A discovery call is in the calendar
Proposal sent	They asked for a proposal, and you've sent it
Negotiating	They're discussing terms, scope or price
Won or lost	They signed, or they said no



FIVE PIPELINE RULES

1. **Every deal has a next step and a date.** No next step means no deal.
2. **Stale deals get a decision.** Anything with no movement for 30 days is closed or given a clear action.
3. **Record why you lost.** Lost reasons show you what to fix.
4. **One source of truth.** The pipeline lives in one system, not in spreadsheets and inboxes.
5. **Update as you go,** not on Friday afternoon.

THE 30-MINUTE WEEKLY PIPELINE REVIEW

- 5 min** The numbers: new prospects added, conversations, meetings, proposals, wins
- 10 min** Deals closing in the next 30 days: what's needed to get each one over the line?
- 10 min** Stuck deals: move forward or close out
- 5 min** This week's priorities and prospecting targets

PIPELINE COVERAGE

3×

Aim for open pipeline worth about three times your sales target for the period. If you win roughly one in three proposals, three times coverage keeps you on track.



HOW EMPIRAA SIGNAL HANDLES THIS

Signal shows every deal in your pipeline, with clear next steps, so reps always know what to do next. ANI, the AI assistant built into Signal, highlights deals at risk before they're lost, and shows where to focus. Reporting is built in, so the weekly review takes minutes to prepare.

WHAT ARE YOUR TOOLS REALLY COSTING YOU?

Most growing businesses build their sales tools one problem at a time: a CRM, then a scheduling tool, a proposal tool, a data provider, an email tool and a calling app. Each made sense on its own. Together, they cost more than most owners realise, and they don't talk to each other.

THE PER-USER PROBLEM

Many sales tools charge per user, per month. That means the cost of your sales system rises every time you hire a salesperson, add an admin, or give a manager access. The tools that should help you grow end up taxing your growth.

DO THIS AUDIT IN 20 MINUTES

TOOL	WHAT IT DOES	MONTHLY COST	PER USER?	USERS	COST IF WE ADD 3 PEOPLE
	CRM or pipeline				
	Prospect data				
	Email sequences				
	Meeting scheduling				
	Proposals				
	Calling				
	Other				
	Total				

BEYOND THE INVOICE

Add the hidden costs:

Admin time. Hours spent copying data between tools.

Lost deals. Prospects who fell through the gaps between systems.

Setup and training. Every new hire learning five tools instead of one.

Access decisions. Team members left out of the system because another licence costs too much.

QUESTIONS TO ASK BEFORE YOUR NEXT RENEWAL

1. Can one system replace three or more of these tools?
2. Will the cost change when we hire?
3. Who moves our existing data if we switch?
4. Can we try it with our own prospects before committing?



HOW EMPIRAA SIGNAL HANDLES THIS

Signal replaces your CRM, prospect data, email sequences, scheduler, proposals and calling with one sales system, at one flat monthly price with **unlimited users** on every plan. Plans start from A\$99 a month, GST inclusive, and include a 14-day free trial with no credit card. If you're moving from another CRM, the Signal team migrates your companies, contacts and deals for you.

LET AI DO THE ADMIN, AND KEEP THE HUMAN PARTS HUMAN

AI can save a growing sales team hours every week. Used badly, it floods inboxes with bland messages that get ignored, and damages your reputation. The key is using it for the right jobs.

WHERE AI HELPS SALES TEAMS TODAY

- **Research.** Summarising what a company does, its recent news and likely challenges, before you call.
- **Prioritising.** Scoring which prospects and deals deserve attention first.
- **First drafts.** Drafting emails and proposals for you to edit and personalise.
- **Next steps.** Suggesting who to contact, what to say and when to follow up.
- **Deal risk.** Spotting deals that have gone quiet, or that look likely to slip.
- **Summaries.** Turning calls and meetings into notes and actions.

WHERE TO KEEP A HUMAN IN CHARGE

- **The final message.** Always read, edit and add something genuinely personal before sending.
- **Relationships.** Calls, meetings and negotiations are where trust is built.
- **Judgement.** AI suggests. You decide which deals to chase and what to offer.
- **Compliance.** AI doesn't change the rules on page 15. You're still responsible for every message.

THE AUTHENTICITY TEST

Before sending any AI-assisted message, ask: would I be comfortable if the prospect knew exactly how this was written? Would they feel it was written for them? If not, rewrite it.



Next Week Focus & Actions

Prioritised actions for the week ahead, ranked by urgency and pipeline impact.



ANI Coaching Note

This week's performance saw A\$131K in new revenue from 5 won deals, yet the critical metric of **activity** health and future revenue generation. Given that 4 identified risks are overdue or stalled, and no new deals for the coming week is to **re-engage** with all stalled and overdue opportunities by logging at least one new action is imperative to de-risk existing opportunities and re-establish momentum, preventing further erosion.



HOW EMPIRAA SIGNAL HANDLES THIS

ANI is the AI assistant built into Empiraa Signal. A daily brief shows your team where to focus each morning. ANI scores leads, flags deals at risk and recommends the next action that moves each deal forward. Because it works on your own pipeline, prospect activity and deal history, its suggestions are about your business, not generic sales advice. ANI is included in Signal, and isn't sold separately.

CONSISTENCY BEATS INTENSITY

A simple weekly rhythm, followed every week, will grow sales more than occasional bursts of effort.

IF YOU'RE AN OWNER WHO ALSO SELLS

WHEN	WHAT	TIME
Every morning	Prospecting block: contact your new prospects for the day	45 to 60 minutes
Every morning	Follow-up tasks: calls and emails due today	15 to 30 minutes
Within 1 hour	Respond to every new enquiry	As needed
Monday	Weekly pipeline review (page 21)	30 minutes
Friday	Check the week's numbers against your daily target	10 minutes
Monthly	Review win rate, lost reasons and your ICP	1 hour

PROTECT THE PROSPECTING BLOCK

Put it in the calendar as a recurring appointment. Treat it like a customer meeting: don't move it for internal work. The day it's skipped is the day next quarter's pipeline starts to shrink.

IF YOU HAVE A SALES TEAM

WHEN	WHAT	WHO
Daily	Protected prospecting and follow-up blocks	Every salesperson
Daily	A 10-minute stand-up: yesterday's activity, today's focus, blockers	The team
Weekly	Pipeline review, with coaching on stuck deals	The manager and each salesperson
Weekly	Team numbers against target	The manager
Monthly	Win and loss review. Refresh the ICP and messaging	The team
Quarterly	Check progress against the 2027 target, and adjust activity levels	Owner and manager

MEASURE ACTIVITY AND RESULTS

Track both:

Activity: prospects added, conversations and meetings booked.

Results: proposals, wins and revenue.

Activity is what you control. Results tell you whether the activity is right.

Good afternoon, AB

Your ANI command centre - everything you need to win today

Pipeline (annualised)
A\$126,361

My Focus 25 overdue

CALL OVERDUE

Outreach call: Stephen Dodds

Stephen Dodds

🕒 8:00 PM 4266h ago

CALL OVERDUE

Outreach call: Noj Mather

Noj Mather

🕒 8:00 PM 4266h ago

CALL OVERDUE

Follow-up call re: Coles OHS

🕒 8:00 PM 4266h ago

CALL OVERDUE

Follow-up call re: Everline CRM Deal

🕒 8:00 PM 4266h ago

CALL

Follow-up call re: Ev Deal

🕒 8:00 PM

MY 2027 SALES CALCULATOR

STEP	YOUR NUMBER
New revenue target for 2027	A\$
Average deal value	A\$
New customers needed (target ÷ deal value)	
Proposal win rate	%
Proposals needed	
Meeting to proposal rate	%
Meetings needed	
Conversation to meeting rate	%
Conversations needed	
Prospect to conversation rate	%
Prospects needed	
Selling weeks in the year	
Prospects needed per day	

MY IDEAL CUSTOMER PROFILE

LINE	OUR IDEAL CUSTOMER
Industry	
Location	
Size	
Include	
Exclude	
Titles	

OUR TOP THREE BUYING TRIGGERS

- 1
- 2
- 3

MY FIRST EMAIL

Subject: _____

1. Relevant opener (specific to them):

2. The problem we solve (in their world):

3. Proof (a similar business we've helped):

4. Simple ask:

Sign-off, business details and opt-out line:

MY 30-SECOND CALL OPENER

"Hi [name], it's [your name] from [business]. I [sent you a note / noticed] _____. Is now a bad time for 30 seconds?"

Why I'm calling (one sentence): _____

My one question: _____

MY 14-DAY FOLLOW-UP CADENCE

DAY	CHANNEL	MESSAGE OR ANGLE
1	Email	
2	LinkedIn	
3	Phone	
5	Email	
8	Phone	
10	Email	
14	Email	

ONE SALES SYSTEM FOR GROWING BUSINESSES. EVERY USER INCLUDED.

Empiraa Signal brings everything your team needs to find, win and manage customers into one place, so you spend less time on admin and more time selling.

FIND

Describe your ideal customer, and Signal delivers new prospects that match it every morning. Every prospect is enriched with company context, decision makers and buying signals. Signal learns from the deals you win, so the prospects keep getting better.

REACH

Send personalised email sequences that follow up automatically. Every prospect has a clear next step, so calls and follow-ups don't slip.

WIN

Prospects book meetings straight from your scheduler link. Call prospects and send proposals from the same system.

MANAGE

See every deal with a clear next step. ANI, the AI assistant built into Signal, delivers a daily brief, scores leads, flags deals at risk and recommends what to do next. Reporting is built in.

BUILT FOR GROWING BUSINESSES

- **Unlimited users on every plan.** Your costs don't rise when you hire.
- **One flat monthly price,** from A\$99 a month, GST inclusive.
- **Replaces multiple tools:** your CRM, prospect data, sequences, scheduler, proposals and calling.
- **Migration handled for you:** moving from another CRM? We move your companies, contacts and deals.
- **14-day free trial, with no credit card.**

NEXT STEP

START FILLING YOUR 2027 PIPELINE THIS WEEK

Try Empiraa Signal free for 14 days, with no credit card.

Describe your ideal customer, and start receiving new prospects that match it every morning.

Keep every prospect your trial finds. Even if you decide Signal isn't for you, the prospects your trial delivers are yours to keep.

Start your free trial



Scan to start your trial

A member of the Empiraa team will call you shortly after you download this guide, to help you set up your ideal customer profile and your first prospect list.

SOURCES

Oldroyd, J. B., McElheran, K. and Elkington, D. (2011), "The Short Life of Online Sales Leads", Harvard Business Review, March 2011.

Australian Communications and Media Authority (ACMA): Spam Act 2003 guidance; Do Not Call Register; Telecommunications (Telemarketing and Research Calls) Industry Standard 2017. acma.gov.au

This guide contains general information only, and is not legal or financial advice. Check current requirements with ACMA, or with your adviser.



empiraa.com/signal