

HOW TO FILL YOUR DEMO CALENDAR WITH LOOKALIKE BUYERS.

€150K → €600K+

Revenue in 6 months, for a B2B finance software company

~3,000

Qualified leads: people who fit the buyer profile

13%

of them signed within 2 months

01

WHO TO LOOK FOR

COPY YOUR BEST CUSTOMER

- Note their industry, size and who decides.
- Ours: companies with a finance team. Titles: **CFOs, controllers, SAP integrators.**
- Outside your target? **Not a lead**, even with an email.

[Your best customer: X]

02

WHERE TO FIND THEM

FOUR CHANNELS. ADS WON.

- Google and LinkedIn ads
- LinkedIn outreach
- Scraped lists
- Cold calling

Start with ads: most leads, best buyers. Write **one ad per job title**.

03

WHAT TO SAY

GIVE SOMETHING FREE AND USEFUL BEFORE THE DEMO

Ours was an AI readiness scorecard that took about 3 minutes.

CFOs: is your finance team ready for AI?

Get your score in 3 minutes, plus the 3 gaps to fix first. Free. No call, no pitch.

WHY IT WORKED

- Personal to their role and company
- Real value, not a sales pitch
- Made a problem visible, one we already knew how to solve

OUR MISTAKE

We showed the result without asking for the email first. **Ask for the email, then show the score.**

[Free tool] for [job title]: get [result] in [time]

04

HOW THEY GET TO THE DEMO

SORT EVERY LEAD BY JOB TITLE

Decision-makers

CEO, controller. A salesperson calls within **1 hour** of the email, or the next day if it arrives late.

Everyone else

Email sequence: guides, calculators, other free tools. Then a webinar that presents your main product.

After the webinar

Extra offers, like an audit or an implementation. A community and a conference brought very warm leads too.

[Your decision-maker title: X]

05

WHAT TO MEASURE

LEADS

Qualified people who came in

LEAD → MEETING %

How many reached a call

LEAD → CONTRACT %

Ours: 13%

06 · WANT HELP?

If you'd rather have this built for you, that's what we do.

BOOK 20 MINUTES →