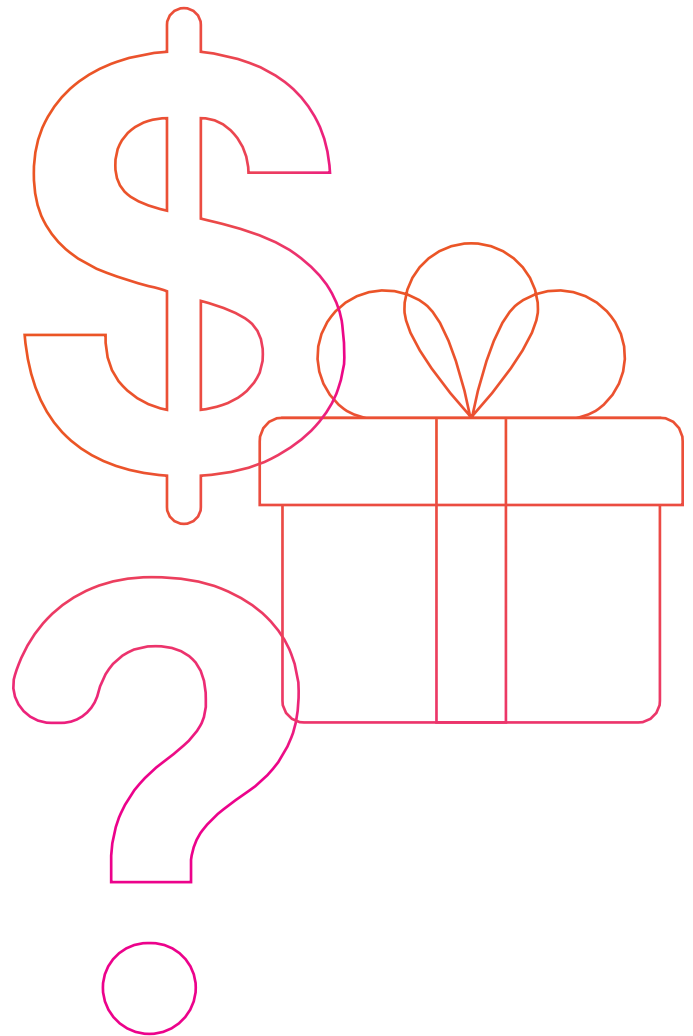


REVENEER WHY OUTBOUND?

According to *Dr. Abraham Maslow*, one of the most basic truths of human behavior is that people take action to satisfy needs. Whether or not a prospect chooses to take action to satisfy a need depends largely on the awareness they have of the need, and what relative priority that need has on their current list of needs to be satisfied.

This principle applies to your **Total Addressable Market (TAM)** and factors into how companies develop their go-to-market strategies.

Your TAM consists of three types of prospects with varying need awareness and activity levels: Buyers, Tryers and Whyers. No one approach will satisfy the needs of all three prospects and understanding the difference between them allows you to develop an effective lead generation engine utilizing both passive and active approaches.



A Passive Approach vs. An Active Approach

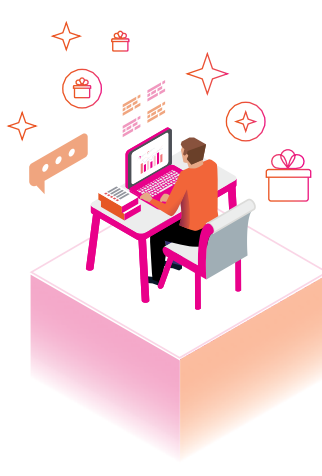
You are likely already making investments in some form of inbound marketing, such as email campaigns, webinars, adwords and trade shows. These practices are important for targeting prospects that are “in-market” i.e., have already identified a need and have begun the journey to finding a solution. But that represents only a fraction of the potential buyers that are out there. **This is a passive approach.**

Outbound lead generation, though, is different. It’s complex and requires detailed planning, experience, discipline and a level of execution day after day that is beyond the reach of most busy sales organizations. Outbound involves contacting prospects, and engaging them in conversation. **This is an active approach.**

BUYERS TRYERS WHYERS



Most people, at any given point in time, are highly aware of certain needs and are likely ready to take action to satisfy some of them, whether it's buying a car, finding an apartment, or maybe just getting something to eat. Anyone in this category can be labeled a **'Buyer'**.



There is another set of needs that have not quite reached this high level of awareness and may never reach that level. Anyone in this category can be labeled a **'Tryer'** – they are not yet inclined to take action on their own, but may be compelled to act if the right offer presents itself.



And finally, there is a much larger set of needs that any of us has that we are barely aware of, or not aware of at all, and therefore not likely to take any action to solve. For these needs, they are the **'Whyers'** – i.e., Why would I do that?

Total Addressable Market

The largest part of the **Total Addressable Market** is often made up of the Tryers and the Whyers. The smallest group, at any given point in time, is likely the Buyers. While the Buyers can be converted via the passive inbound marketing approach, the active outbound approach can work for all three of these groups. Are sales starting to flatten out? This is often a sign of exhausting the Buyers.

In order to truly access **TAM**, the most successful companies that hit or exceed their goals quarter by quarter have built a strong outbound lead generation engine to convert the other two larger groups of prospects.

