
Introduction: About Me

I am a results-driven sales and outreach professional with a passion for connecting brands and organizations to their target audiences. With extensive experience in using sales tools such as **Apollo**, **HubSpot**, and **LinkedIn**, I specialize in crafting personalized outreach campaigns that convert prospects into loyal clients. I am dedicated to helping companies grow their client base through strategic lead generation and relationship building.

I am currently expanding my career in sales, with a focus on **outreach and lead generation roles**, and I bring a proven track record of success in engaging with clients across various industries, including real estate, tech, and nonprofit sectors.

Sales Skills & Tools Proficiency

- **Apollo.io:** Expert in lead sourcing, prospecting, and managing outreach sequences.
 - **HubSpot CRM:** Proficient in tracking lead engagement, managing the sales pipeline, and analysing data for better decision-making.
 - **LinkedIn Outreach:** Skilled in leveraging LinkedIn for professional connections, cold messaging, and warm outreach to generate leads.
 - **Email Marketing:** Crafting personalized cold email templates that improve open and response rates.
 - **Phone Sales:** Experienced in conducting follow-up calls to build rapport and convert leads to clients.
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Experience in Sales Outreach

Capital City Development (2024-Present)

- Led **outreach campaigns** to promote luxury residential properties and financial real-estate products, including the **buy-back investment plan**.
- Increased lead conversions by **30%** through personalized LinkedIn and email campaigns.
- Developed sales content for promotional videos, flyers, and property showcases.
- Assisted clients in making informed real estate investment decisions by providing detailed insights on property options and investment returns.

Tracksend SMS Marketing Automation

- Used **HubSpot CRM** to organize and track the entire sales process.
 - Achieved a **50% conversion rate** from outreach efforts.
 - Hosted meetings with interested clients to discuss their needs and close deals.
 - Conducted extensive research on **businesses, business owners, and decision-makers** to personalize outreach.
 - Created **sales scripts** for cold emails, phone calls, and LinkedIn connection requests.
 - Conducted regular follow-ups through messages and calls to secure booked meetings.
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Key Achievements

- **Generated over 60 leads** in the first month of LinkedIn outreach for Capital City Development.
 - **Closed 5 major deals** for luxury properties by implementing personalized sales strategies.
 - Increased engagement rates on outreach emails by **25%** through optimized messaging.
 - Developed a **sales playbook** for nonprofit outreach, improving conversion rates.
 - Achieved a **50% conversion rate** for Tracksend's outreach campaigns, leading to significant business growth.
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Outreach Strategies

1. **Personalized Cold Emails:**
 - Focus on addressing the prospect's pain points and offering tailored solutions.
 - Use data-driven insights to make outreach more relevant.
2. **LinkedIn Outreach:**
 - Use a combination of connection requests, InMail's, and follow-ups to engage potential clients.
 - Share content on LinkedIn to build credibility and showcase success stories.
3. **Phone Outreach:**
 - Follow up with warm leads to schedule discovery calls.

Hi [First Name],

I'm reaching out from Capital City Development. We specialize in helping investors like you secure high-return real estate opportunities. Our **buy-back investment plan** offers **30% returns** in just one year, with full security documentation provided.

I'd love to explore how we can help you achieve your investment goals. Let's schedule a quick call to discuss further!

Best regards,
Deborah Charles-Thomas

LinkedIn Message Template: Hi [First Name],

I'm impressed by your work at [Company Name]. At Capital City Development, we help individuals and businesses grow their wealth through strategic real estate investments. Let's connect—I'd love to learn more about your goals and explore how we can collaborate.

Best,
Deborah Charles-Thomas

Recommendations & Testimonials

Goodluck Esogwai, Manager at Capital City Development

"Deborah has a natural talent for connecting with clients and understanding their needs. Her personalized outreach strategies have significantly improved our lead conversion rates."

Taiwo Akinseye COO Tracksend:

"Deborah's dedication and professionalism are unmatched. Her efforts helped us grow our client base and improve our outreach efforts."

Contact Information

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Thank you for considering my portfolio. I look forward to contributing to your sales success and helping your organization grow!