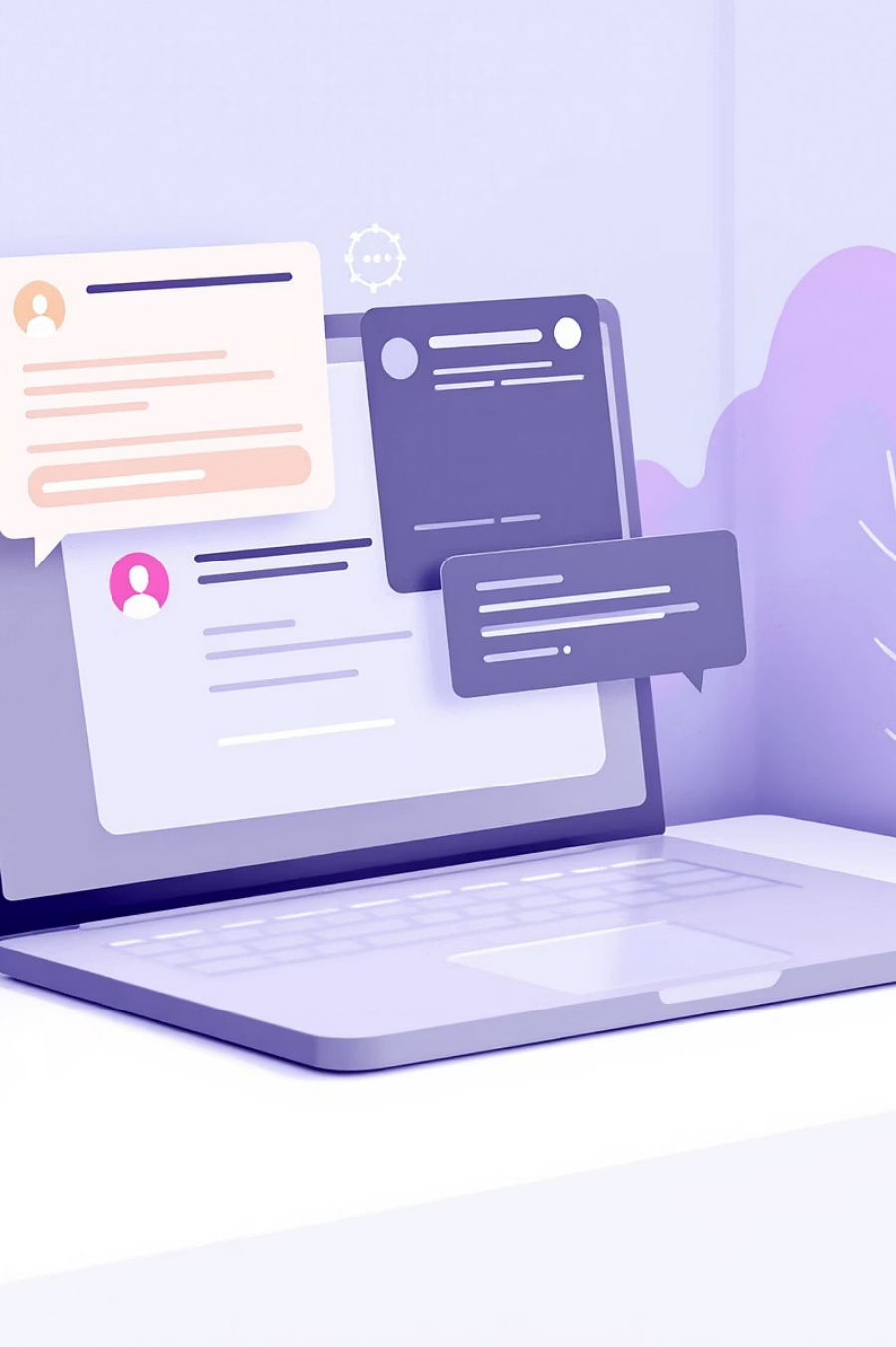




Zero to One: Street-Smart Founders with AI session

EIT Food

"Artificial Intelligence or Artificial Intimacy. How to build trust with your target audience"

Meet Patrick Collins

13+ years working with Startups

Founded Prospect-Labs, scaling to €27K MRR in just 13 months

Growth advisor to startups that have raised €100M+

Trained teams at top LinkedIn software companies (Expandi, Dux-Soup, Ulinc.co)

Known throughout the industry as "The Wikipedia of software"

Founder of Relationship Of Sales Substack with over 30,000 subscribers



What Founders Secretly Struggle With

"People are interested but don't want to sign contracts."

"We don't know how to communicate our impact to potential partners."

"We're unsure how to use LinkedIn to attract investors or pilots."

"Our outreach feels random, not strategic."

👉 Today, we'll fix that, one mindset, one message, one move at a time.

Think Like a World-Class Founder

Sales isn't luck, it's repetition.



Be the founder who replies fast.



Be the one who listens deeply.



Be the one who *always follows up*.

1% better every day = unstoppable growth.

From Science to Sales Journey



How do I speed up development time and reduce cost?

Accelerate Development

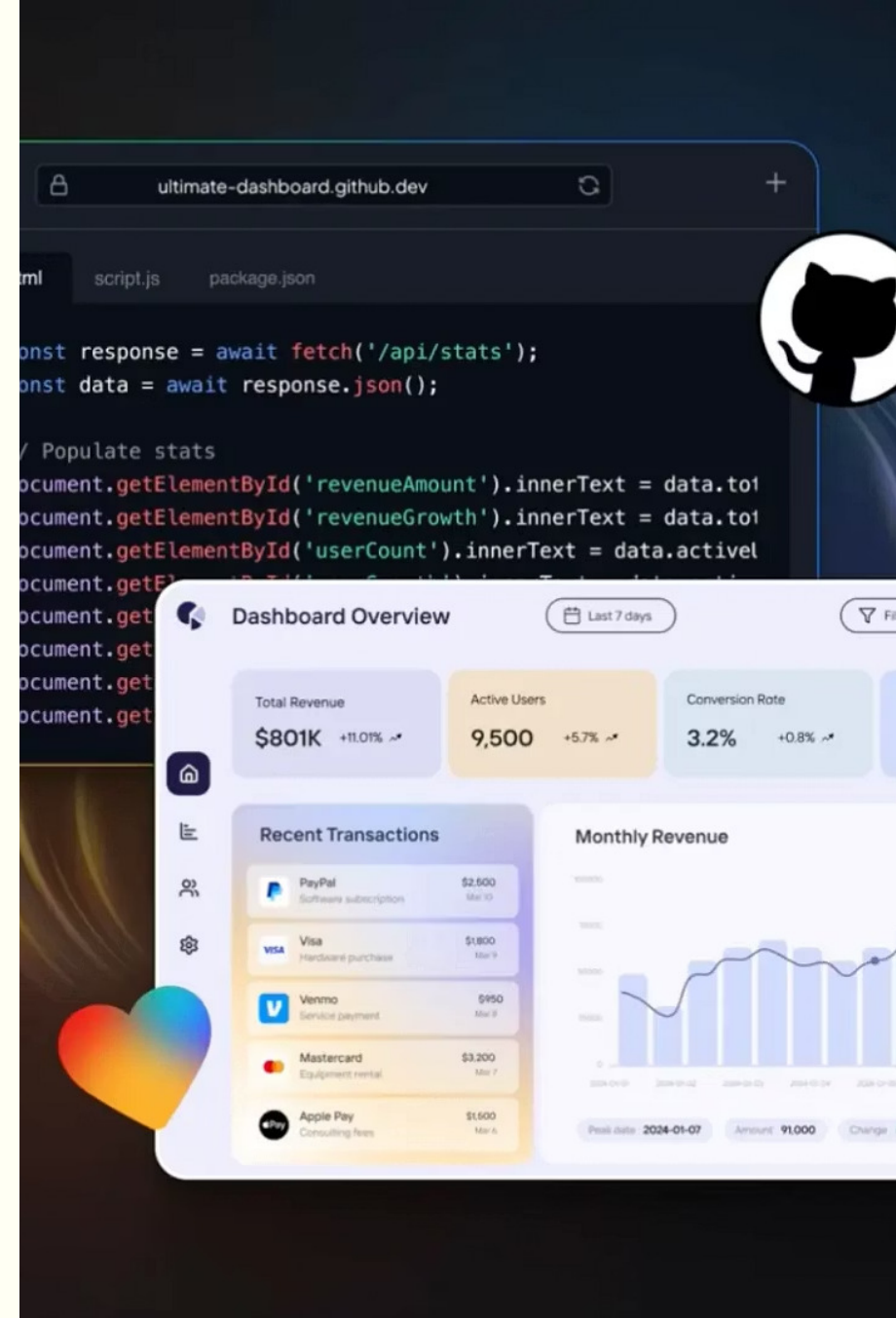
Use [Lovable.dev](#) to speed up your MVP creation process

Reduce Costs

Leverage prompt engineering to optimise resource allocation

Efficient Prototyping

Quickly iterate and refine your product concept



Find food producers similar to your pilot partners

Use [Freckle.io](#) to find your target audience

Discover Similar Companies

Use Freckle.io's powerful lookalike search to find companies matching your ideal customer profile.

Seamless CRM Integration

Import prospect data directly from HubSpot CRM for streamlined workflow management.

Extract LinkedIn Profiles

Automatically find decision-makers' LinkedIn profiles and verified email addresses.

AI-Enhanced Data

Enrich prospect records with custom prompts to gather relevant industry insights and context.



Practical Freckle Implementation

Getting Started in Minutes



Create Your Account

Sign up at [Freckle.io](https://freckle.io) and access their intuitive dashboard designed for startup teams.



Launch Company Lookalike

Input your best customer examples to find companies with similar characteristics and needs.



Enhance Your Data

Use built-in enhancement tools to gather additional company information and contact details.



Pro Tip: Email nathan@freckle.io and mention Patrick Collins training for free credits to get started!

Finding Target Audiences Through Buying Signals

Warm prospects are everywhere – you just need to know where to look for the right signals:



Company Followers Analysis

[ScrapeConnect.com](https://scrapeconnect.com) helps you identify companies following your competitors or industry leaders, revealing active interest in your sector.



Event Engagement Tracking

[Phantombuster](https://phantombuster.com) scrape event attendee lists for potential distribution partners

Key Insight: Buying signals equal warm prospects. These tools help you reach people already showing interest, dramatically improving conversion rates compared to cold outreach.

Unlock Your Network's Hidden Potential

Your Best Opportunities May Already Exist

[Happenstance.ai](#) revolutionises how you leverage your existing LinkedIn network by connecting the dots you can't see.



AI-Powered Network Analysis

Intelligent search finds relevant connections you may have overlooked in your extended network.



Warm Introduction Opportunities

Discover mutual connections who can provide valuable introductions to your target prospects.



Relationship Mapping

Visualise connection pathways to key decision-makers through your professional network.

LinkedIn Profile Optimisation

Before automating outreach, ensure your profile converts visitors into connections:



Compelling Tagline

Craft a clear value proposition that immediately communicates what you do and whom you help in your sector.



Professional Profile Picture

High-quality headshot with clear eye contact builds trust and credibility with potential connections.



Featured Section Showcase

Highlight case studies, testimonials, or key content that demonstrates your expertise and results.

 Remember: Automation works best when your profile is optimised. A strong profile dramatically increases acceptance rates and response quality.

How do I educate my audience and build excitement?



LinkedIn Audio Events

Host engaging audio sessions to share knowledge and build interest



Webinars

Conduct informative online seminars to showcase your expertise



Slack Integration

Use Slack for internal awareness of new event registrations and to build excitement in your team

My users will be b2c, do I need to spend on ads to find them?



Create a Closed Facebook Community

Use [GroupLeads.net](https://groupleads.net) to build an engaged audience



Quality Over Quantity

Aim for 100 users who love you, not 1000 who like you



Follow GrooveHQ Emails

Implement effective email strategies [to nurture leads](#)



Remember: Facebook Groups Don't Save User Data

Export the data before letting people in

Smart LinkedIn Outreach Automation

Ulinc.co: The Safest Choice

When it comes to LinkedIn automation, safety should be your primary concern. Ulinc.co offers the most secure approach to scaling your outreach:

Invite-Only Access

Limited access model ensures platform safety and reduces risk of LinkedIn restrictions.

Market-Leading Safety

Recognised as the safest LinkedIn automation tool available, protecting your valuable professional presence.

ChatGPT Integration

AI-powered messaging creates personalised outreach that feels genuine and human.

Conversation-Focused

Build relationships gradually, focusing on meaningful conversations rather than aggressive selling.

Email Outreach: Quality Over Quantity

Zero Inbox, Not Automation

The most effective email outreach feels personal because it *is* personal



Research & Personalise

Always write bespoke emails tailored to each recipient's specific situation and needs.



Find Verified Emails

Use [Freckle.io](#) to locate accurate, up-to-date email addresses for your target prospects.



Stay Organised

Leverage [Superhuman](#) (free for eligible startups) to manage your outreach efficiently.



Start Conversations

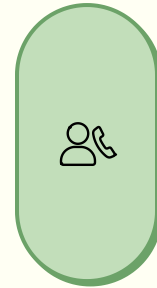
Focus on beginning genuine dialogue rather than immediate selling or product pitches.

The Power of Voice in Digital Communication



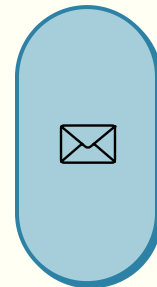
Show There's a Human Behind the Message

Voice and video messages cut through digital noise by adding personality and authenticity to your outreach:



LinkedIn Voice Messages

Send native voice notes or use [TryKondo.com](https://trykondo.com) for enhanced voice messaging capabilities.



Email Voice & Video

Include voice notes or personalised videos via [Loom](https://loom.com) to stand out in crowded inboxes.

Voice and video demonstrate authenticity in an increasingly automated world, building trust before the first conversation.

Voice Recording: Your Content Goldmine

Every Conversation Becomes Data

[VoiceNotes.com](https://voicenotes.com) transforms how you capture and leverage customer insights:

- **Seamless Recording**

Works online and offline to capture every important conversation and insight.

- **Call Documentation**

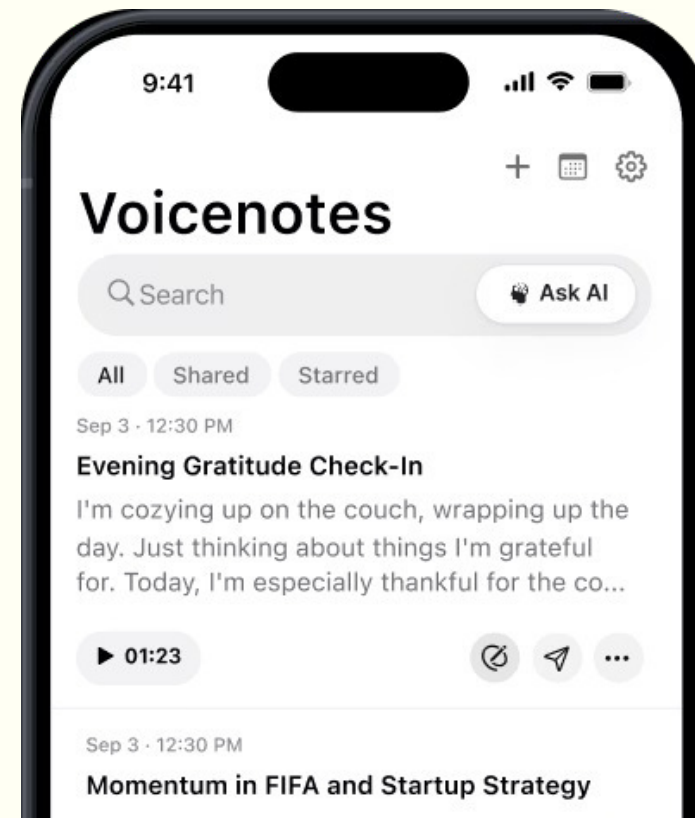
Record customer calls for training, quality review, and pattern identification.

- **Content Repurposing**

Transform call insights into engaging social media posts and thought leadership content.

- **AI Integration**

Upload recordings to ChatGPT projects for analysis and insights extraction.



Turn every customer conversation into valuable feedback, compelling content, and actionable business intelligence.

Publish LinkedIn posts about your sustainability impact.

Beyond Generic AI Content

ChatGPT alone lacks the context, structure, and consistency your brand needs. Smart startups use specialised tools for professional content:



Brand Voice Consistency

Postdrips.com enables you to write in the style of industry leaders while maintaining your unique perspective.



Streamlined Scheduling

Integrated editing and scheduling saves hours weekly while maintaining consistent posting cadence.



Time Optimisation

Professional content creation tools dramatically reduce time-to-publish while improving quality.

 The right tools make content structured, on-brand, and consistently engaging – essential for building authority in competitive markets.

How do I get interested people on to a call?



Use zcal.co

Implement zcal.co for easy and engaging call scheduling



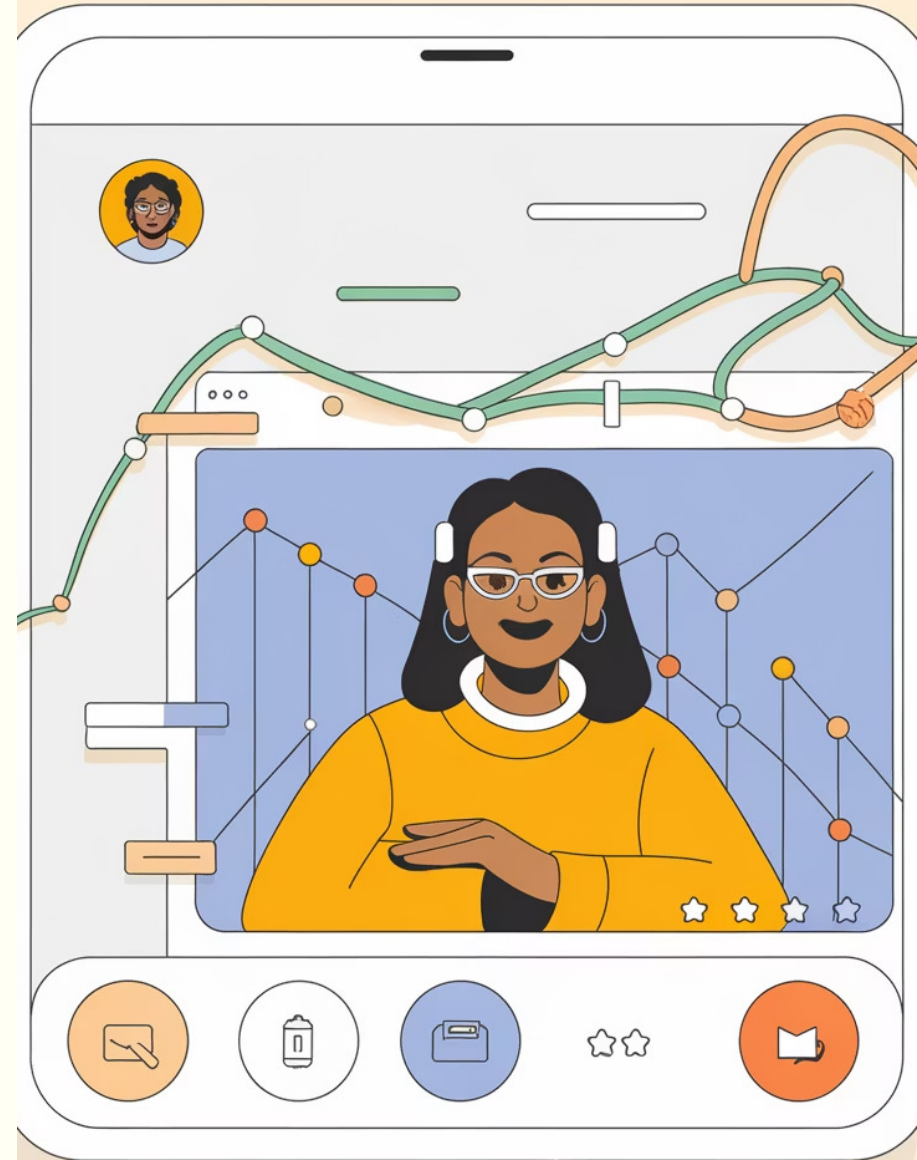
Personalised Videos

Create custom video messages to increase engagement and show commitment

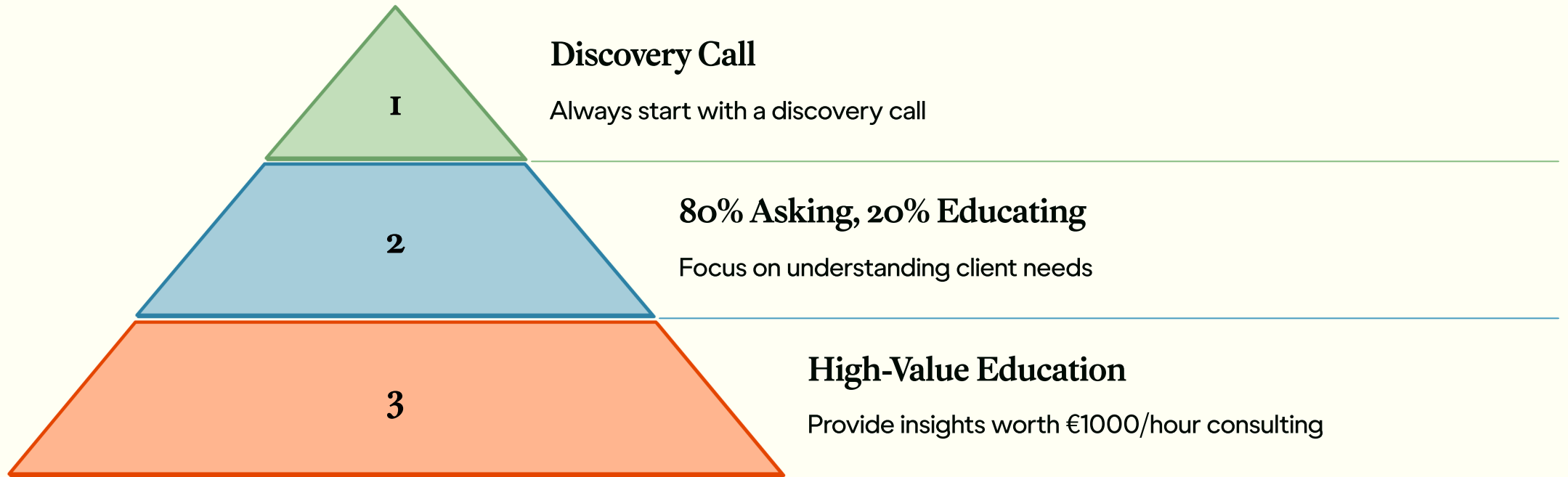


Simplify Booking

Make it effortless for prospects to schedule time with you



Do I go straight in to a demo?



Begin with a discovery call to understand your prospect's needs. Structure the call with 80% asking questions and 20% educating. Ensure the educational portion feels like a high-value consulting session where they learn invaluable insights.

What's Next?



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Remember the 4 Ps

Proactive, Pushy, Polite, and Patrick - your keys to success



Keep in touch

patrick@relationshipofsales.com



The Relationship of Sales

Every week I share practical strategies and growth tips that you can replicate to boost acquisition, conversion, and...

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