



THE PLAYBOOK GUIDE

The Relational Outbound Playbook

How to make outbound relational, with a room your buyers actually want to be in.

Cold outbound is interruption. A room of peers is trust. We build the second one.

50+

Communities built

Each for one company and one buyer role.

305+

Qualified meetings

Y Meadows, in year one, as the client reported.

4

Communities from one

Centercode, as the client reported.

THE SHIFT

Buyers tune out cold email. They show up for their peers

Your buyers get cold pitches every day, and most go unread. What they make time for is people in the same job, trading honest answers to the same problems.

THE PLAYBOOK

What we actually do

A three-phase playbook, run across 50+ communities.

Phase 01

Recruit

We find the exact people you sell to on LinkedIn and in your lists, write the invitations and handle every reply, RSVP and reminder. Your inbox stays empty.

Phase 02

Convene

Your founder opens each live online session and we run the discussion. Participants talk in small groups matched by role, and nobody pitches.

Phase 03

Convert

"Stay connected" opt-ins, contact sharing and one-to-one calls booked on your calendar with the participants who match your buyer profile.

YOU OPEN EACH SESSION · WE DO THE REST

THE NUMBERS

Four years with one client, in figures

What relational outbound looks like in numbers.

305+ Qualified meetings	20% Meeting-to-discovery	60+ Sales opportunities	\$300 Cost per lead
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Y MEADOWS · 4+ YEAR PARTNER · FIGURES REPORTED BY THE CLIENT

For the past four years, Bridgio has been our primary lead-generation strategy. Compared to all the other channels we have tried, Bridgio's playbook implementation is by far the most reliable method of getting leads.

Alan Rich, CEO, Y Meadows

THE COMPARISON

Same goal, two different games

How it differs from cold outbound, step by step.

STEP	COLD OUTBOUND	RELATIONAL OUTBOUND
1	Find the buyer	Find the buyer
2	Send the message	Create value
3	Ask for the meeting	Connect
4	Follow up	Build trust
5	Pitch	Earn the opportunity

PARTICIPANT FEEDBACK

By far the best community event I have attended. The structure, the tech, every detail was considered.

Samantha Moore, HubSpot

I get so much out of connecting live with other community managers to spar on challenges. I always leave inspired.

Ashley Elder, Qualtrics

The quality of attendees was more advanced than other meetings I've attended. Conversations got to real, valuable topics quickly.

Kevin Neal, Founder, P3iD Technologies

THE HONEST PART

We're not for everyone

The same qualification we run on the call, before you spend 20 minutes on it.

A community works when

- You sell B2B, and each buyer is worth a lot
- Your buyers share one job title
- Your founder or CEO can open each session

Better results start with honest scope

Find out if your buyers qualify

A free 20-minute call. You'll talk with Paul Jones, Bridgio's founder.

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