



# Crafting your outbound targeting framework

A targeting framework is a clearly-defined list of:

1. All the types of people you will be reaching out to
2. Ranked in order of importance
3. And broken down by what factors indicate they're most likely to buy

## STEP 1

### Identify **WHO** your ideal customer profile is

Audit every closed won deal from your last two quarters and identify these three personas:



#### Economic Buyers

Who signed the deal and wrote the check?



#### Champions

Who else was in the email threads or meetings that will benefit and advocate for you internally?



#### End Users

Who will ultimately use your product or service?

Then, document key indicators of each persona (such as their title, company size, and industry).

🔔 Need a handy place to keep track of your research? Use [this template!](#)

## STEP 2

### Identify **WHEN** each of your personas is likely to buy

At any given moment, only ~5% of your total addressable market are actively looking for what it is you sell.

Determine when each of your three personas is most likely to buy by asking questions like:

- Did they visit your website recently?
- Are they hiring?
- Are they downsizing?
- Are they new in their job?
- Did they just get promoted?
- (Check out [this template](#) for more examples)

## STEP 4

### Identify your highest-priority leads

Using the same tool, plug in your **WHEN** criteria from step #2. This is the subset of your TAM that you should prioritize at any given time.

Work backwards from this number to decide what your team's activity and output metrics should be.

## STEP 3

### Identify your total addressable market (TAM)

Using a tool like [Apollo](#), take the WHO criteria you laid out in step #1 for your three personas, plug those into the tool's contact database, and see how many results are returned that:

- Have a phone number
- OR email
- OR physical address

This is your total addressable market (TAM). (Learn how to find your TAM in Apollo [here](#)).

ⓘ Is your TAM smaller than you expected? That's a-okay! When it comes to prospecting, quality trumps quantity.

## STEP 5

### Keep your TAM calculations continuously up to date

Your TAM will change over time as people change jobs, retire, etc. So it's critical to keep your TAM calculations up to date.

This can be done automatically using a tool like Apollo's Plays. Learn how [here](#).