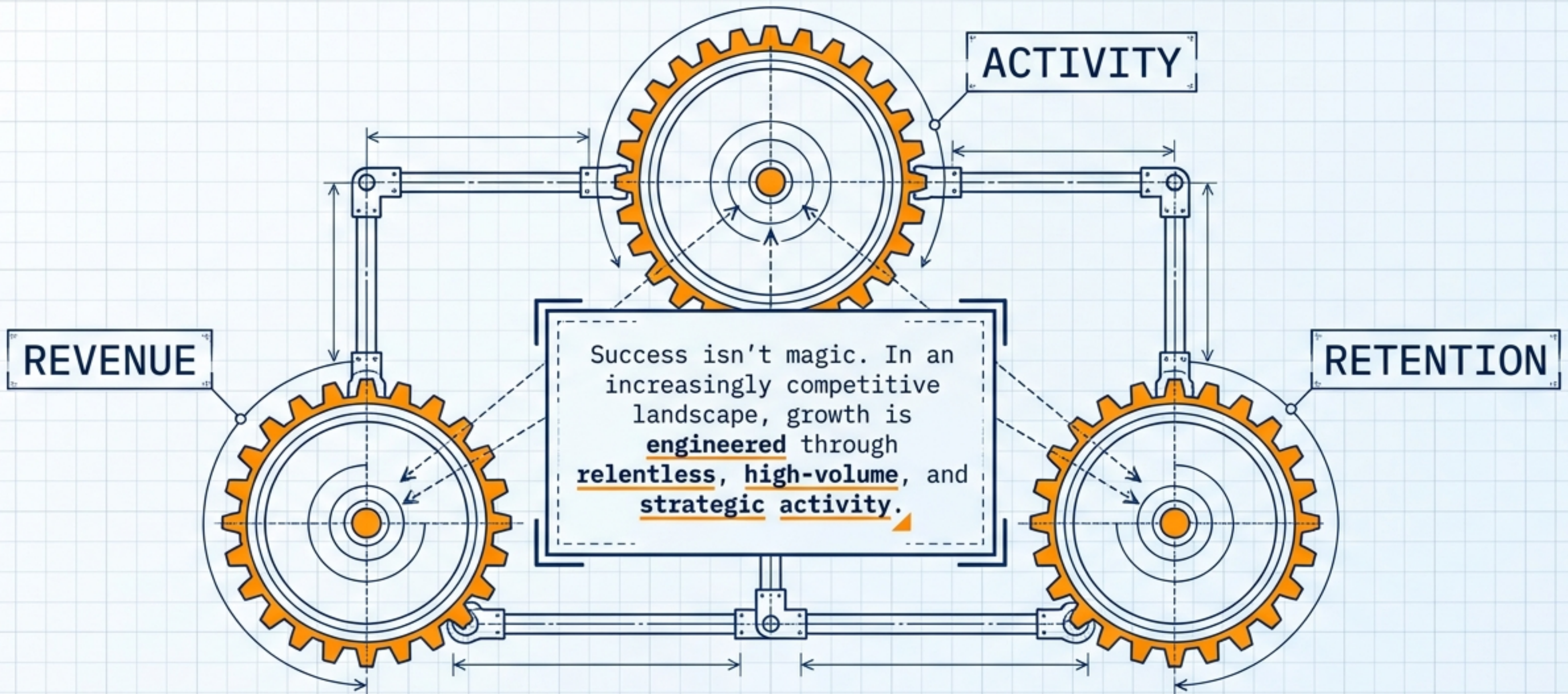
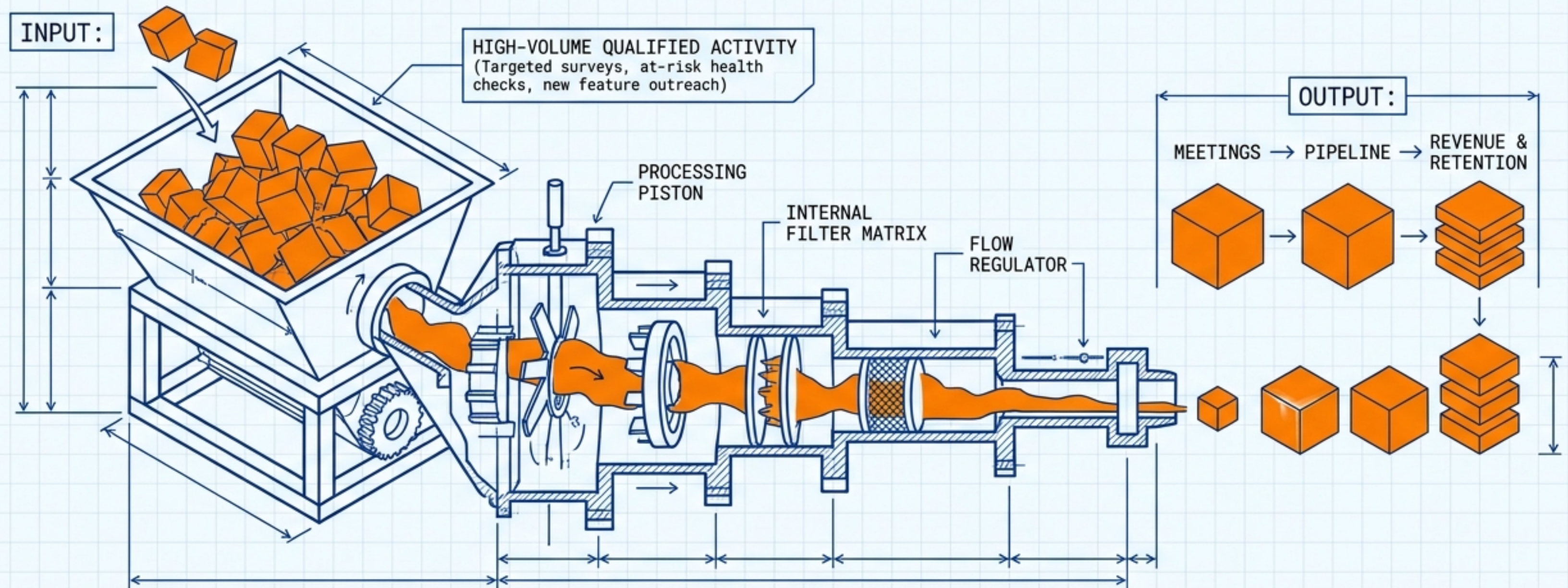


Engineering Revenue and Retention: The Fanatical Prospecting Playbook

Distilled insights from Jeb Blount and Jeremy Arthur's Fanatical Prospecting.



THE IRON LAW OF PROSPECTING: ACTIVITY DICTATES OUTCOME



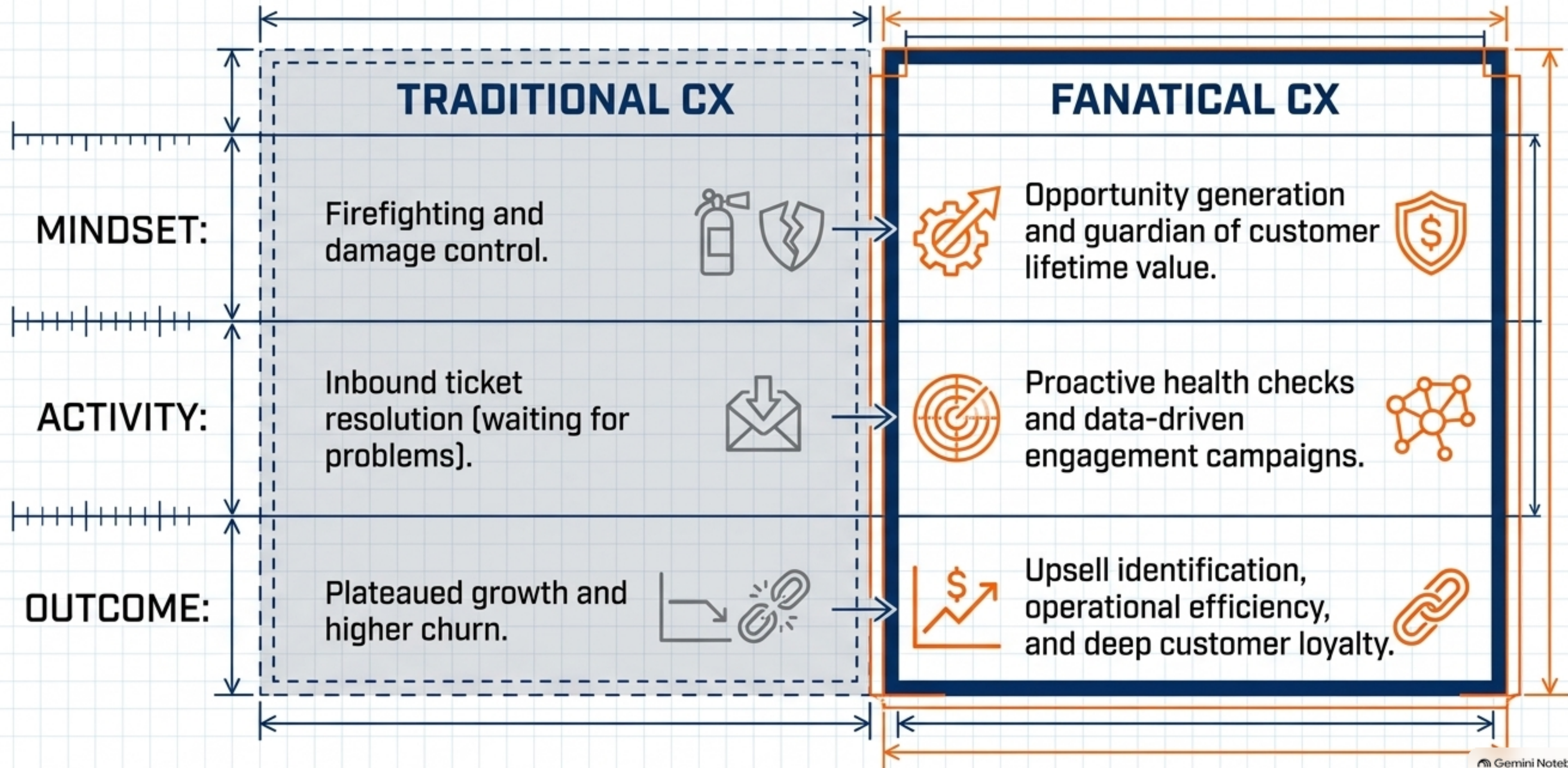
THE UNDENIABLE MATH:

- MORE QUALIFIED ACTIVITY EQUALS MORE MEETINGS,
- MORE PIPELINE, AND ULTIMATELY, MORE REVENUE.

CX TRANSLATION:

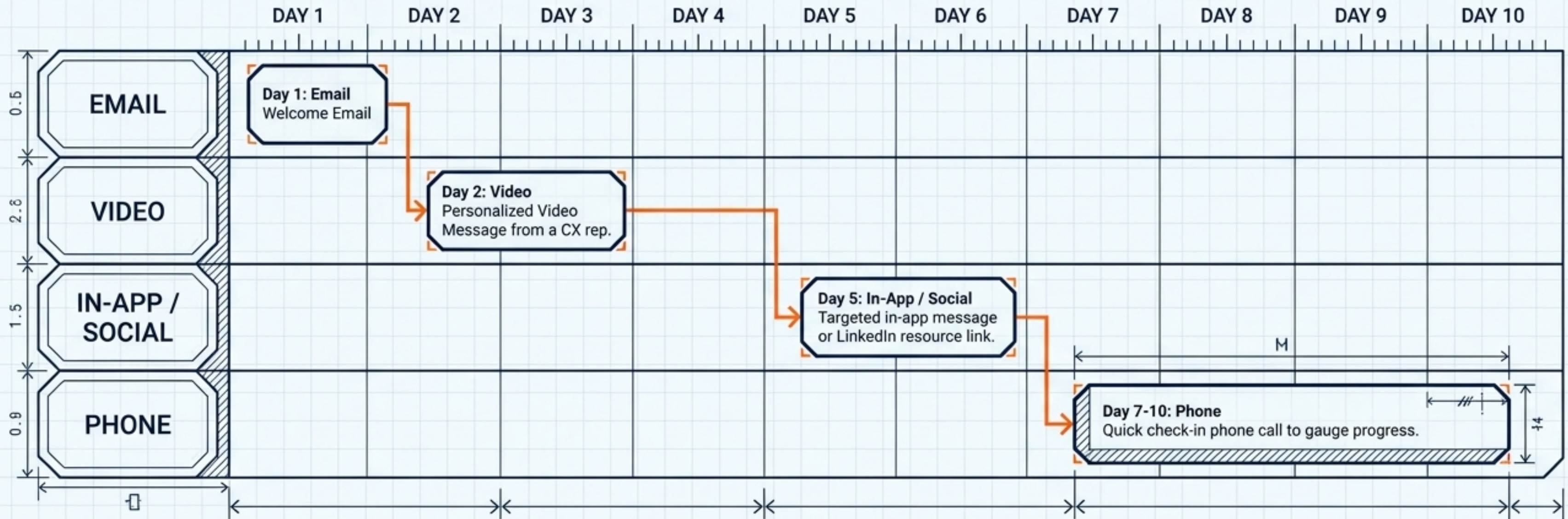
IGNORING THIS IRON LAW IN CX MEANS REACTING TO PROBLEMS RATHER THAN PREVENTING THEM. FANATICAL PROSPECTING FOR FEEDBACK AND ENGAGEMENT IS AN EXISTENTIAL IMPERATIVE TO PREVENT CHURN.

TRANSFORMING CX FROM A COST CENTER TO A REVENUE DRIVER



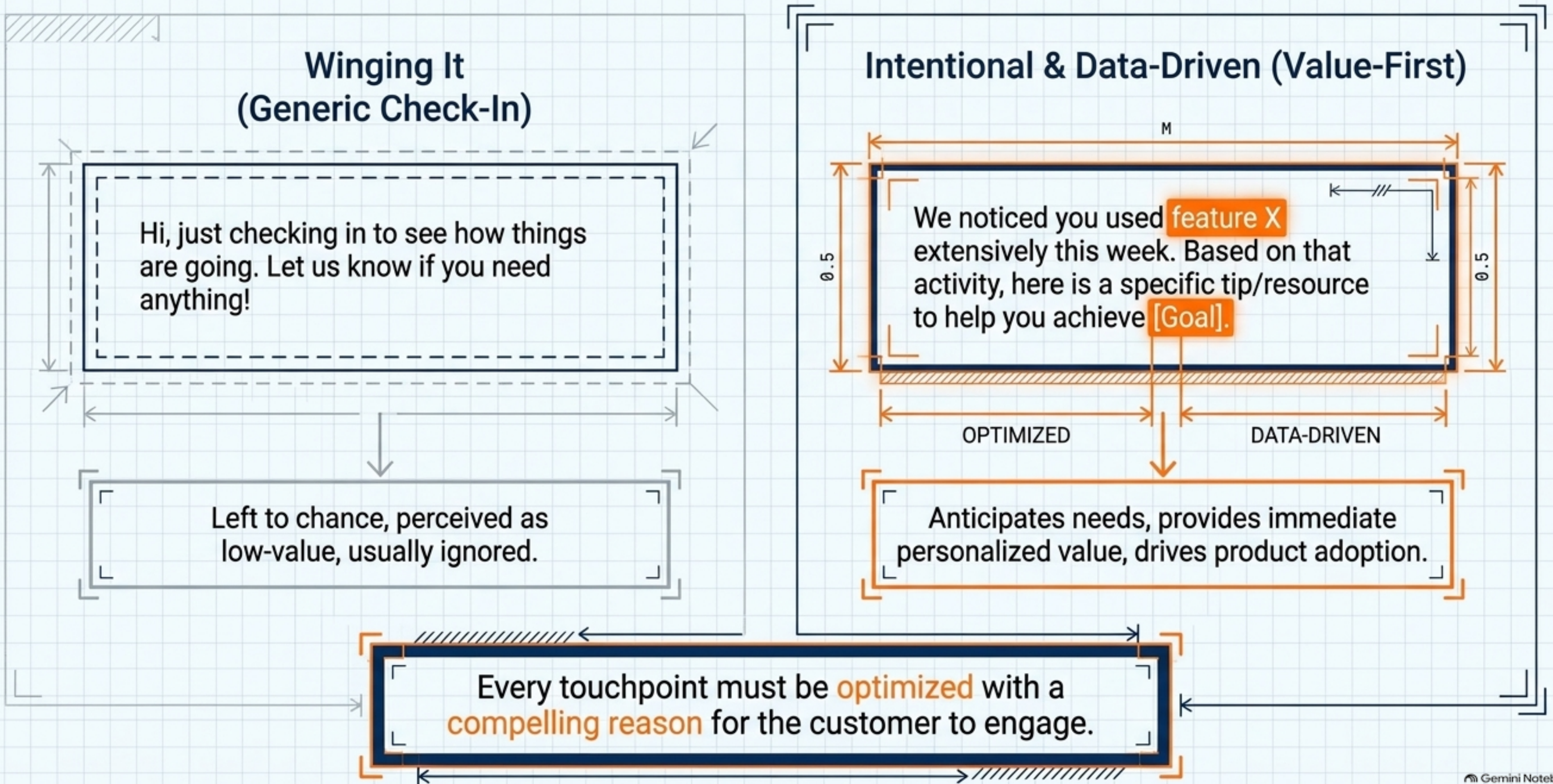
Relying on a Single Outreach Method is a Recipe for Mediocrity.

New Customer Onboarding Cadence.



A cohesive, multi-touch cadence **reduces churn** during critical early stages and **identifies potential issues** long before they require costly reactive support.

Intentionality Overcomes the Trap of “Winging It”



THE PROSPECTING POWER HOUR SHIELDS HIGH-IMPACT ACTIVITY

THE PROBLEM:

Prospecting is emotionally draining. Without dedicated blocks, it falls victim to meeting creep and reactive tasks.

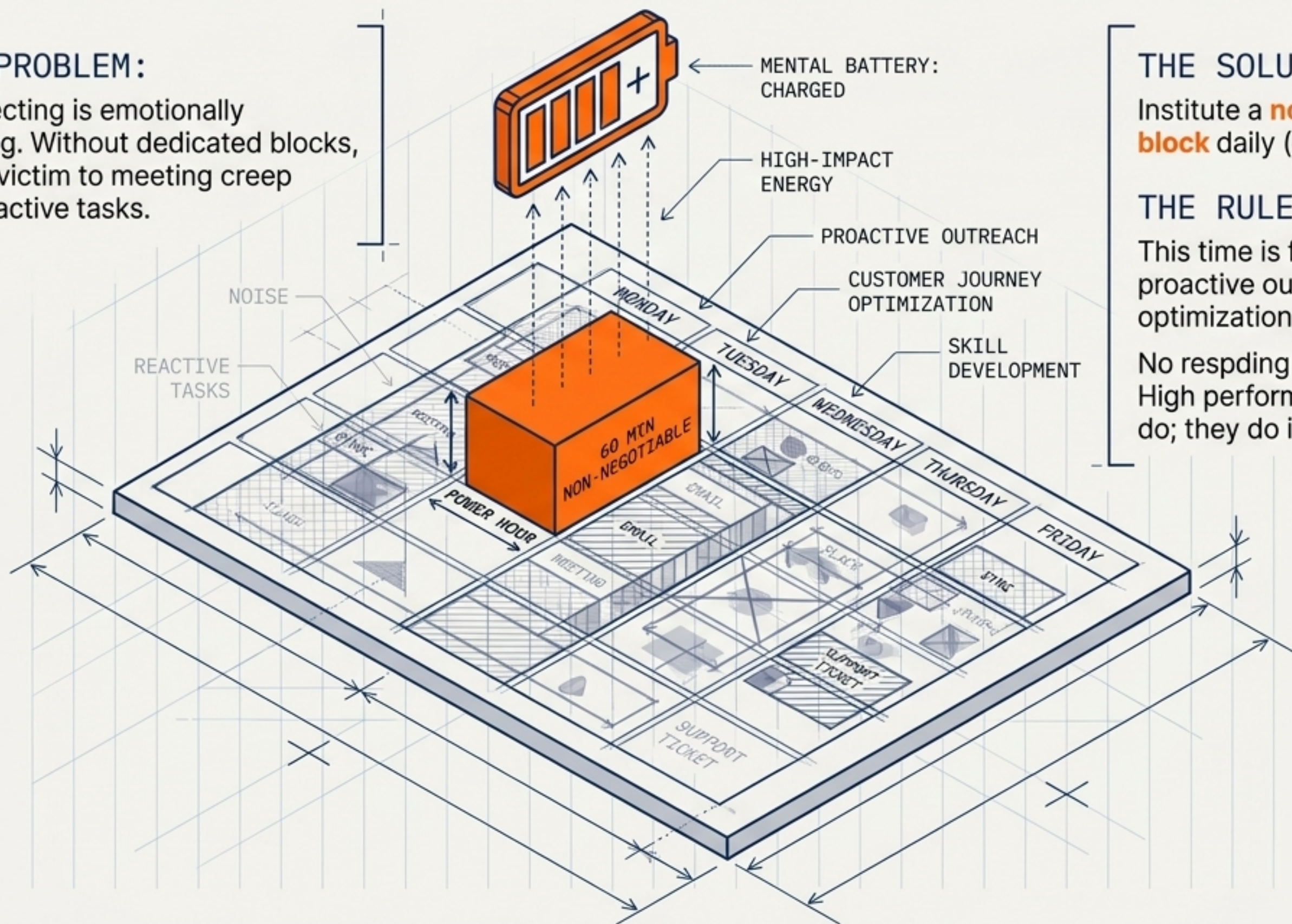
THE SOLUTION:

Institute a **non-negotiable 60-minute block** daily (or every other day).

THE RULE:

This time is fiercely protected for proactive outreach, customer journey optimization, and skill development.

No respnding to support tickets allowed. High performers don't just know what to do; they do it **consistently**.



RESILIENCE PREVENTS BURNOUT IN CUSTOMER-FACING ROLES



Burnout is the silent killer of CX quality. Building resilience and maintaining a positive mental attitude is just as critical as the outreach strategy itself.

ACTIVATING THE PROACTIVE ENGINE IN YOUR ORGANIZATION

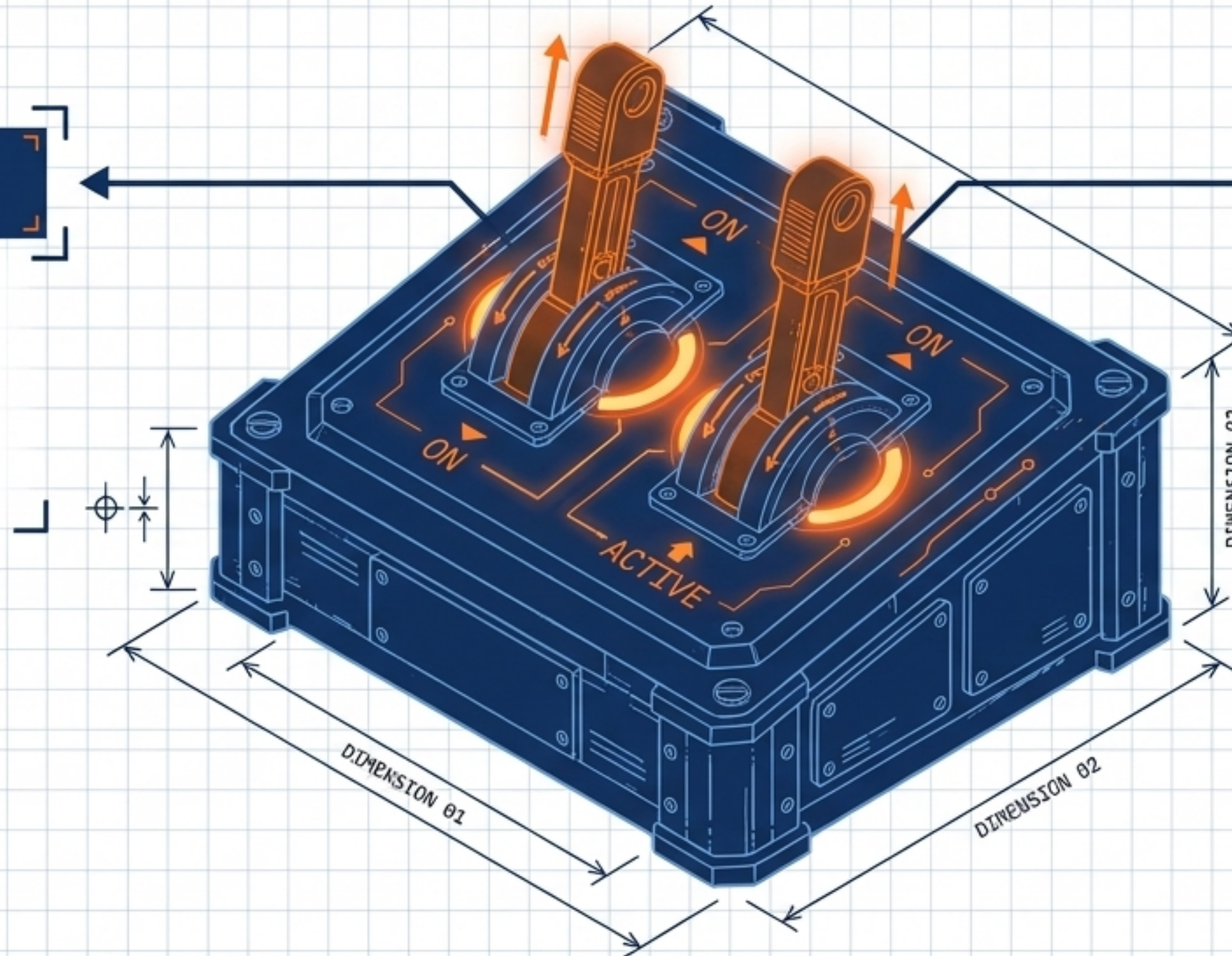
⚠ SYSTEM DIAGNOSTIC: If your growth has plateaued, your pipeline is anemic, or your team is too reactive, execute these two steps immediately.

STEP 1: INSTITUTE THE POWER HOUR

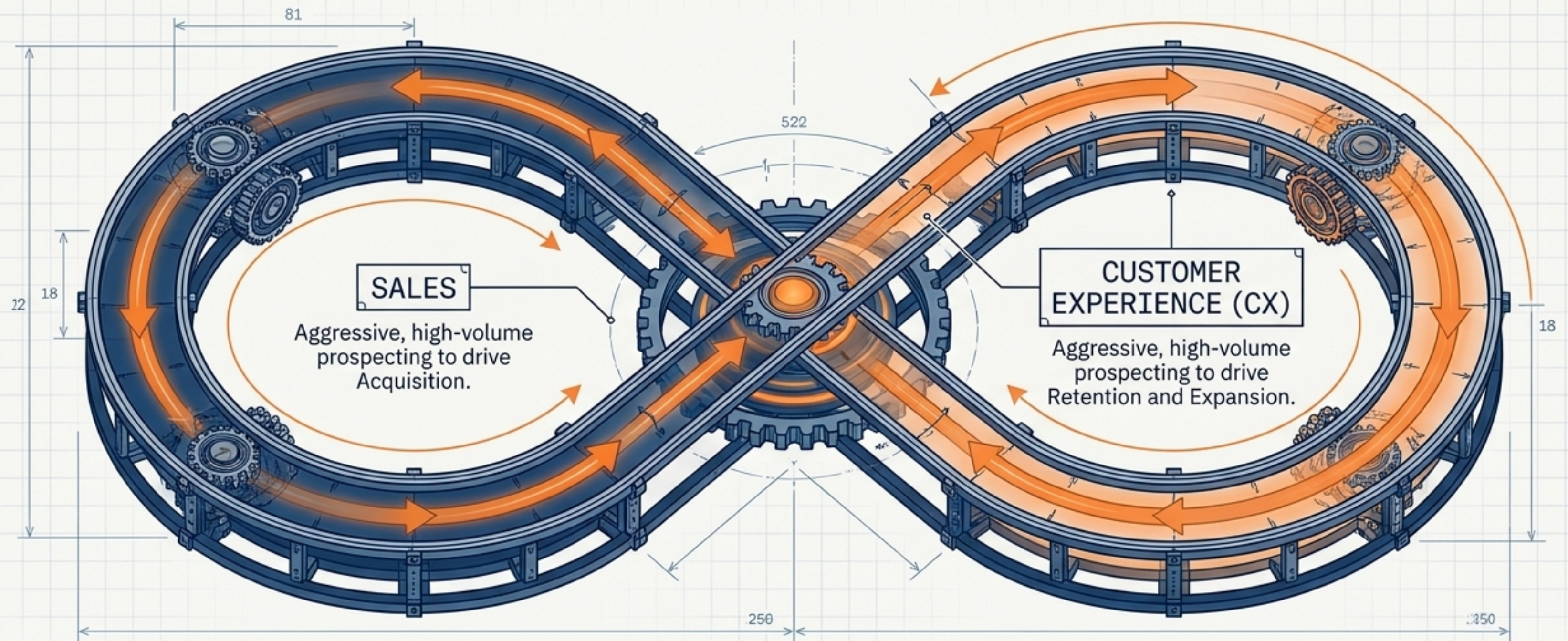
Dedicate **60 MINUTES** strictly to proactive touchpoints. Track these activities and correlate them against **churn rates**, **NPS scores**, and **upsell conversions**.

STEP 2: MAP & AUTOMATE ONE KEY CADENCE

Identify a **critical journey stage** (e.g., onboarding or renewal) and design a **multi-channel sequence** (email, video, phone, in-app) to systematize valuable customer interactions.



THE CONTINUOUS REVENUE FLYWHEEL UNITES SALES AND CX



Prospecting isn't a temporary phase; it is the continuous pulse of the business. By applying the Fanatical Prospecting discipline universally across both acquisition and retention, organizations compound their operational efficiency and secure sustainable revenue growth.