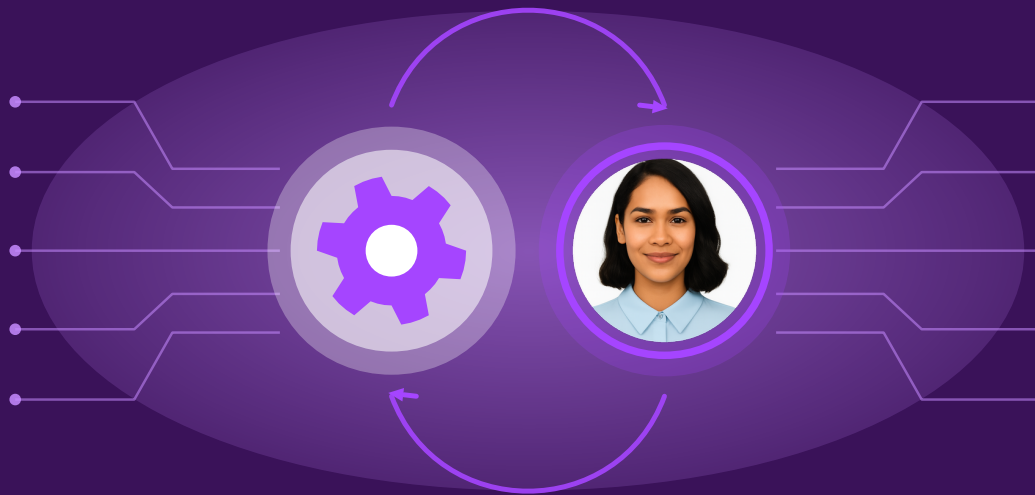




GTM MINI-PLAYBOOK · 02

How Digital Reps Power Outbound-Led GTM

Smooth AI generates a branded, shareable URL, and that single link becomes the destination for every step of your outbound sequence.



START HERE

How to use this playbook

Smooth AI is a buyer-led growth platform for B2B revenue teams. It lets you deploy a Digital Rep: a humanlike, interactive avatar that speaks with buyers in real time, answers their questions from your own knowledge, handles objections, qualifies interest and books meetings. Your Digital Rep can run on your website, on a branded landing page, or behind a shareable link you can put anywhere. Every play that follows assumes you have created, trained and deployed a Digital Rep of your own.

**Sophie**

Smooth AI's own Digital Rep, used as the example throughout this playbook

- ✓ Choose an avatar and a voice
- ✓ Give it a name that fits your brand
- ✓ Train it on your site and documents
- ✓ Set your sales and conversion model
- ✓ Deploy on your site or a shareable link
- ✓ Then run the plays that follow

Sophie is Smooth AI's own Digital Rep and appears here only as the example. Yours carries the name, avatar and voice you choose, so read Sophie as your own branded Digital Rep throughout.

THE PROBLEM

Outbound dies from friction, not from bad targeting.

Reply rates fall because every outbound CTA asks for the same thing: a meeting with a stranger, at a time yet to be determined, about a product the buyer does not understand yet. That is a large ask at the precise moment trust is lowest.



The ask is too big

"Do you have 30 minutes next week?" demands commitment before any value has been delivered.



Curiosity has nowhere to go

A prospect who is mildly interested at 11pm cannot learn more without booking a call first.



Your AEs absorb the cost

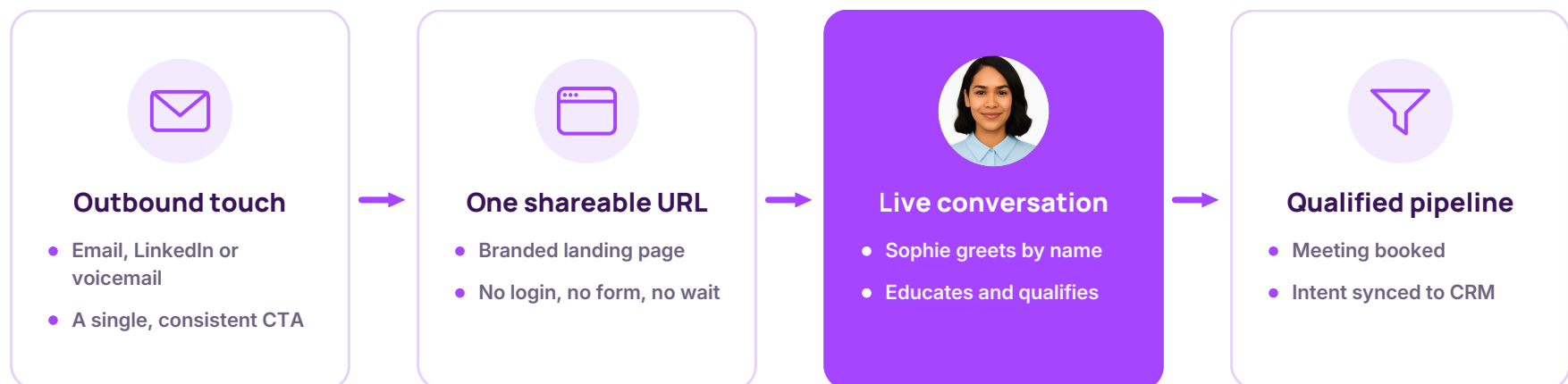
Reps spend the week repeating the same top-of-funnel explanation to people who may never buy.

Outbound dies when buyers face friction. It thrives when buyers get instant clarity.

THE MOTION MAP

One outbound CTA. One link. Infinite conversations.

Every Digital Rep comes with a branded landing page and a shareable URL. That URL becomes the single call to action across your entire sequence, whether email, LinkedIn, voicemail or direct mail, so a prospect can move from curiosity to conversation in one click, at any hour.

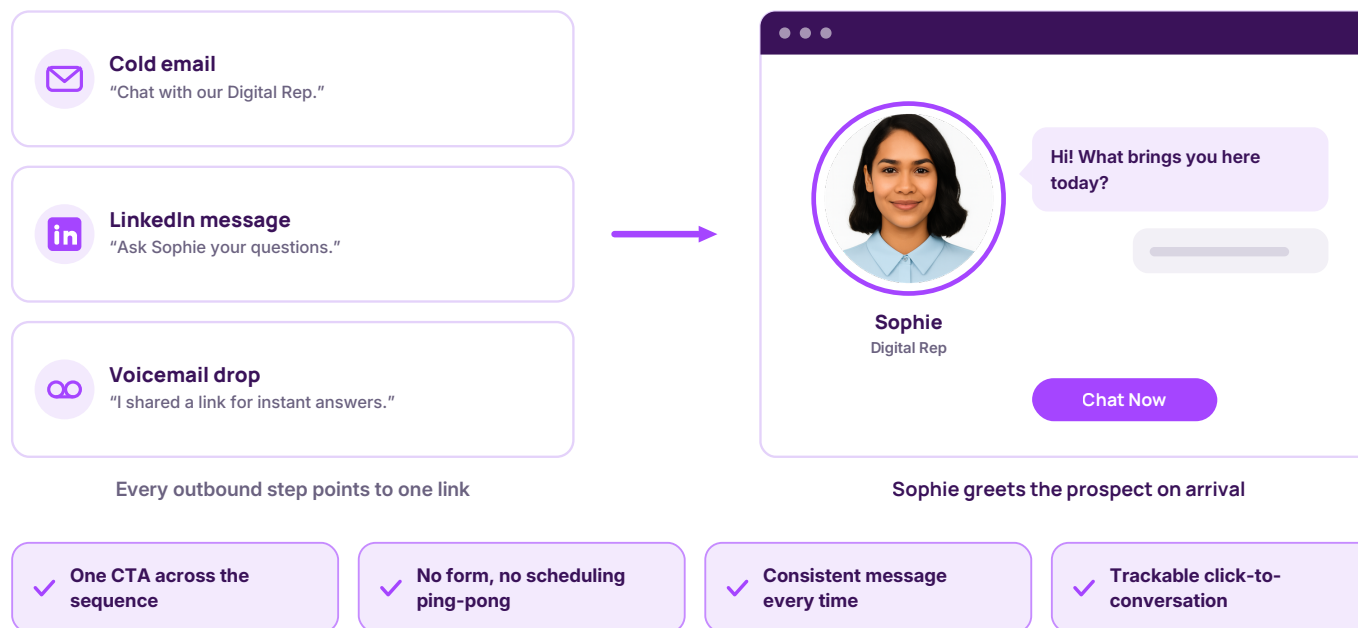


A shareable URL turns every step of the sequence into a possible starting point.

PLAY 01

Make one link the CTA for every outbound step

Instead of five different asks across a sequence, every touch points to the same destination. The message changes; the destination does not. That repetition is what makes the link familiar enough to finally get clicked.

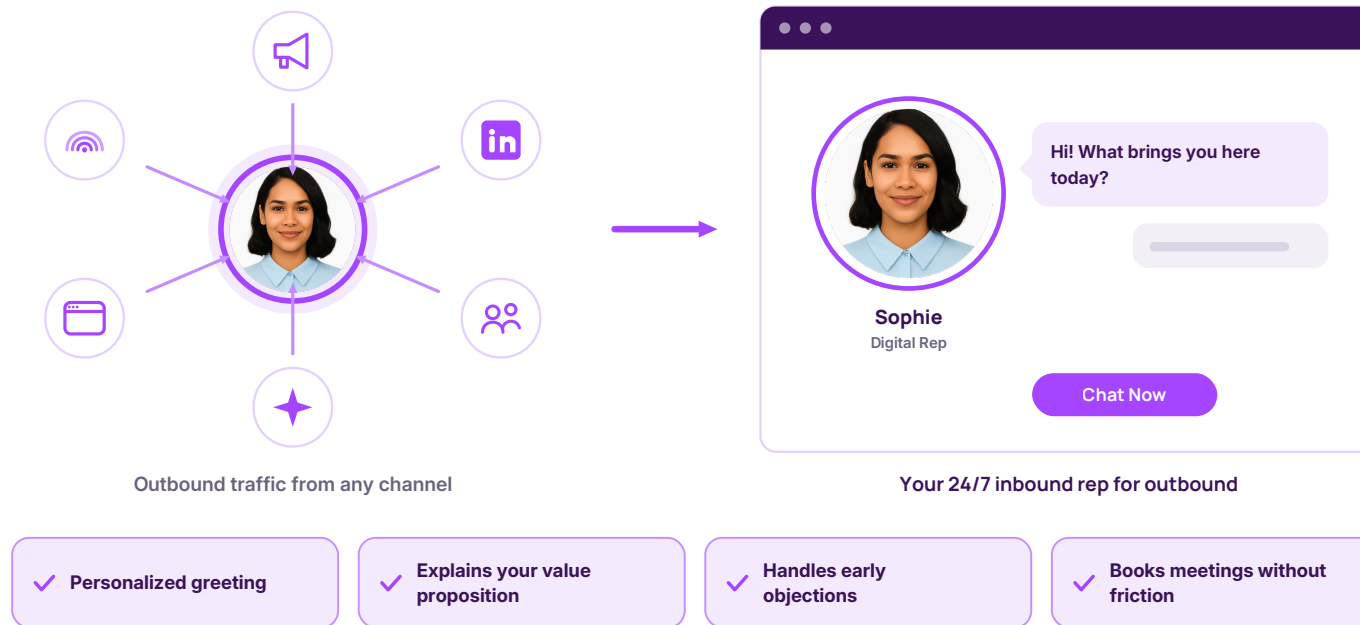


The prospect never has to book anything in order to get an answer.

PLAY 02

Your Digital Rep is the inbound SDR for outbound traffic

Everything a strong SDR does on a first call, Sophie does the moment the prospect lands: personalized greeting, value proposition, product and solution questions, early objections and qualification, without a calendar, a time zone or a working day getting in the way.

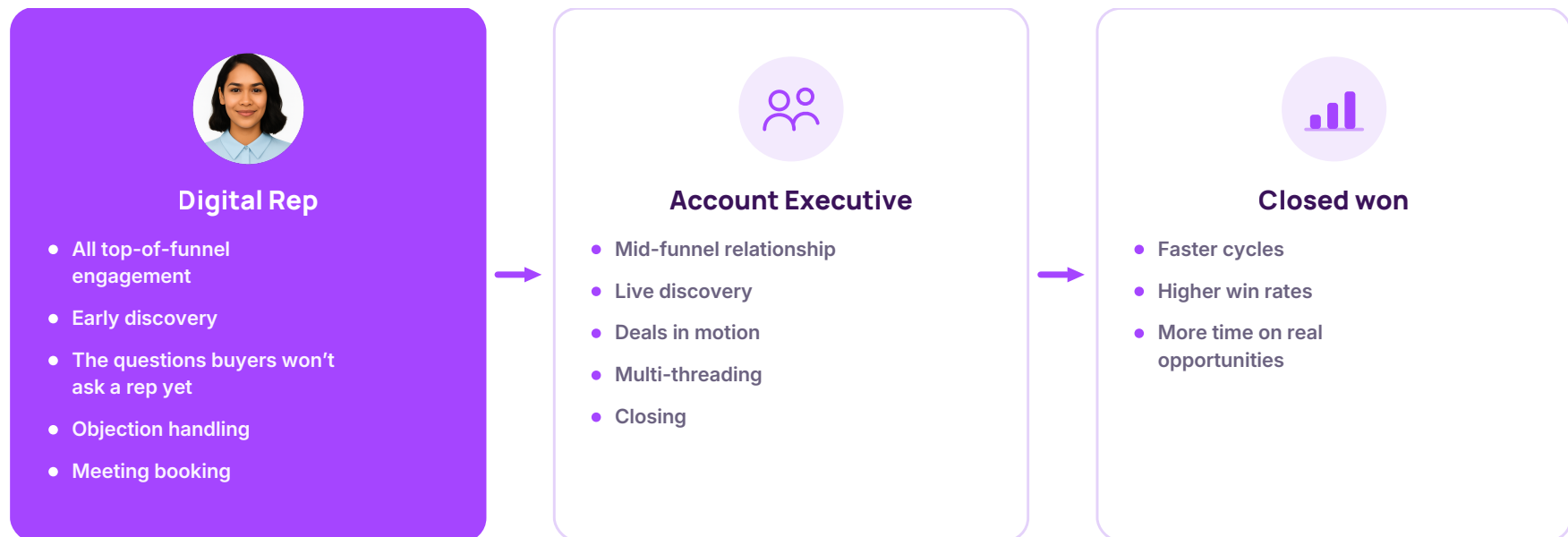


This is your 24/7 SDR for the outbound pipeline.

PLAY 03

The Digital Rep and AE pairing

This is the workflow change that matters most. The Digital Rep owns front of house: all top-of-funnel engagement, early discovery, objection handling, and the questions prospects are not yet willing to ask a rep. The AE owns the relationship, live discovery and the close.

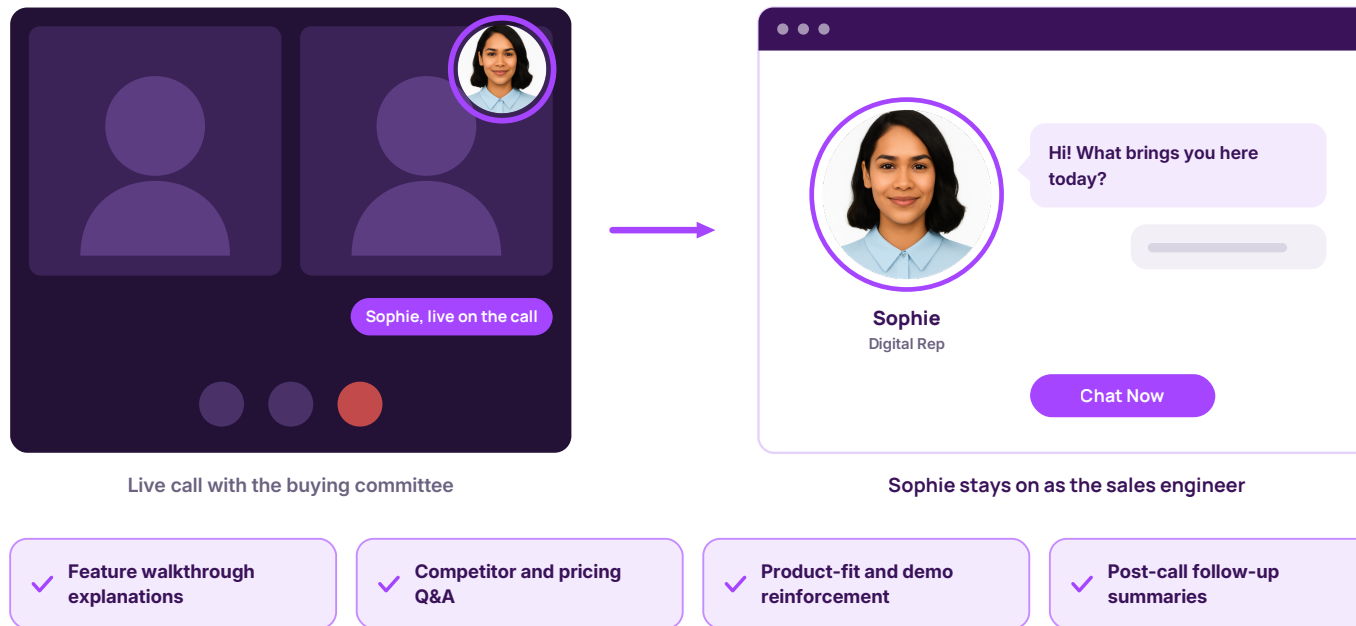


Front of house never sleeps, and AEs spend their hours where deals are actually won.

PLAY 04

The Digital Rep becomes the AE's sales engineer

Once a deal is in motion, Sophie does not disappear. She changes roles. She handles feature walkthroughs, competitor questions, pricing clarifications, product-fit discussions, demo reinforcement and post-call summaries: exactly the work that normally queues behind an over-booked sales engineer.



It is the sales engineer that never sleeps, never backlogs and never slows down.

PLAY 05

The AE time savings compound

Every hour an AE spends educating an unqualified prospect is an hour not spent on a deal that could close this quarter. Moving that work to a Digital Rep does not shrink the team. It re-points it.

Before

Where AE hours disappear

- ✗ Chasing low-probability leads
- ✗ Repeating early-stage education
- ✗ Scheduling back-and-forth
- ✗ Discovery with unqualified prospects
- ✗ Writing long value-prop emails

After

Where AE hours go instead

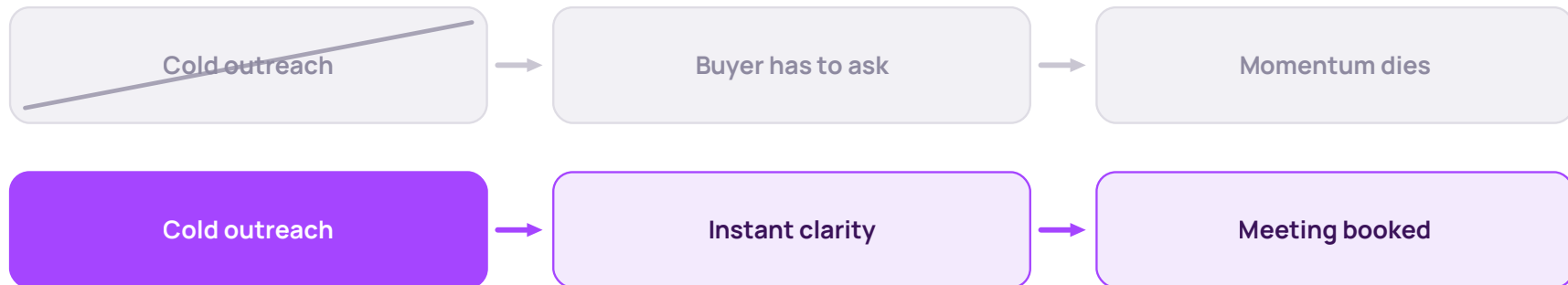
- ✓ Pre-qualified, educated leads
- ✓ Prospects arrive already warm
- ✓ Faster entry into mid-funnel
- ✓ More time on real opportunities
- ✓ Higher pipeline productivity

The same headcount, aimed at the part of the deal only a human can do.

WHY THIS WORKS

Outbound dies on friction. It thrives on instant clarity.

Cold outreach creates a narrow window of curiosity. If satisfying that curiosity requires a reply, a calendar invite and a wait, the window closes. If it requires a single click, the window becomes a conversation, delivered in real time, exactly when interest is highest.



Higher reply rates. Higher click-through. More meetings. Faster movement to sales-qualified.

THE IMPACT

What a single link does to sequence performance

The sequence still does its job of earning attention. What changes is what that attention is able to reach, and how much of the resulting qualification happens before an AE spends an hour on the call.

**Higher reply rates**

A conversation is a far better offer than a calendar link.

**Higher click-through**

Curiosity has somewhere to go the moment it appears.

**More meetings booked**

Buyers self-serve into your calendar at their own pace.

**Faster to sales-qualified**

Qualification happens during the first interaction.

**More AE capacity**

Reps stop repeating the same top-of-funnel explanation.

**Objection intelligence**

You learn what the market pushes back on, at scale.

One outbound CTA. One link. Infinite conversations.



Ready to transform your outbound?

One outbound CTA. One link. Infinite conversations.

Try it free at www.getsmooth.ai

Deploy your Digital Rep today.

Smooth