

The no-cold-outreach playbook

100 Warm Meetings in 90 Days

without a single cold email

The five-step playbook for booking meetings with buyers who already trust someone you know. No ads, no sequences, no SDR army. Just the relationships your company already has, finally put to work.

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For founders, CROs, sales leaders and AEs who are tired of begging strangers for a meeting

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Why this guide

Who this is for: Founders, CROs, sales leaders and AEs who are tired of begging strangers for a meeting.

Be honest. How many cold emails did your team send last month? And how many of those turned into a meeting with someone who could actually buy? If the answer makes you wince, you are not alone. Buyers have learned to ignore strangers, and they are very good at it now.

Here is the part nobody puts on a slide: the meetings you want are already within reach. Somewhere in your company, a customer champion used to work with your target's VP. An investor sat on a board with their CFO. An engineer on your team went to school with their head of security. Those people can get you a meeting in one email. Nobody asked them.

This playbook shows you how to ask them, at scale, without burning a single relationship. Five steps: map the networks you already have, score which paths are real, pick who should ask and hand them the words, time every ask to a trigger, and track each one to a booked meeting. Then a 90-day plan that turns it into 100 warm meetings. Every step works with a spreadsheet. **Boomerang** just makes it faster.

73%

of B2B buyers actively avoid suppliers who send irrelevant outreach.

Gartner, sales survey press release, Jun 2025

95%

of the time, the winning vendor was already on the buyer's Day One shortlist.

6sense, 2025 Buyer Experience Report

58%

of marketing executives rely on their own networks to build a vendor shortlist.

Wynter, 2024

Chapter 1 of 8

Why cold outreach loses before you hit send

Buyers decide who is on the list long before they talk to sales. Cold outreach arrives after the list is written.

01

The old playbook was simple. Buy a list, load a sequence, send a thousand emails, hope for ten replies. It worked when inboxes were quiet and buyers needed sellers to learn anything. Neither is true anymore.

Today's buyer does most of the work alone. They read, they compare, they ask peers. By the time they speak to a seller, they are well into the journey and usually have a favourite. Your cold email is not competing for attention. It is competing with a recommendation from someone they trust.

61%

of the way through the buying journey is when buyers first contact sellers, on average.

6sense, 2025

77%

of the time, the vendor buyers favoured before contacting any seller went on to win.

6sense, 2025

1.4x

more value placed on third-party interactions than on the supplier's own digital channels.

Gartner, 2023

Read those three numbers together. The decision is mostly made before you arrive. The early favourite usually wins. And what buyers trust most is someone other than you. That is the whole case for warm introductions in one paragraph.



“Bad prospecting actively damages relationships with potential customers”

Robert Blaisdell VP Analyst in the Gartner Sales Practice, Gartner

The flip

Stop trying to get noticed by strangers. Start getting introduced by the people buyers already listen to. The rest of this playbook is how.

Chapter 2 of 8

The 100-meeting math

One hundred warm meetings sounds like a stretch goal. Worked backwards, it is one well-made ask to each of 100 people.

02

Big numbers get less scary when you break them down. Here is the math for 100 warm meetings in a 13-week quarter, worked backwards from the meeting to the people you rally.

Stage	Illustrative rate	Needed in 90 days	Per week
Meetings booked	Goal	100	About 8
Named intro asks	About 1 in 5 accepted and booked	About 500	About 38
Connectors rallied	One ask each, about 5 named people in it	100	About 8

That is the whole engine. Rally each connector once in the quarter. In that one ask, name about five people at your target accounts they could introduce you to, and let them pick. Expect roughly one in five of those named asks to be accepted and turn into a meeting. One hundred connectors, one ask each, about 100 meetings.

These rates are illustrative, not benchmarks. Your numbers will differ, and they will move as you get better at asking. Put your own rates in and the shape stays the same.

Fewer than 100 connectors?

Lean on the people with the most reason to help. Advisors and investors have a stake in your success, so rally them every quarter and give them a slightly longer list. Customers, employees and partners are generous but busier, so rally most of them once every six months instead of every quarter.

Connector type	How often to rally	Why
Advisors	Once a quarter	It is part of the role; many hold equity
Investors and board	Once a quarter	Your win is their return
Customer champions	Once every six months	Goodwill is high, time is short
Employees	Once every six months	Protect their day job and their network
Partners	Once a quarter, bundled	They already sell into your targets

16%

more likely to close a deal at a target account when a Sales Navigator seller has at least four LinkedIn connections there.

LinkedIn Sales Solutions, 2025 (LinkedIn data)

The rule that makes the math work

One rally per person per window, never more. Spread the load across a hundred people and the goodwill lasts for years. Concentrate it on your five favourite executives and it is gone by March.

Chapter 3 of 8

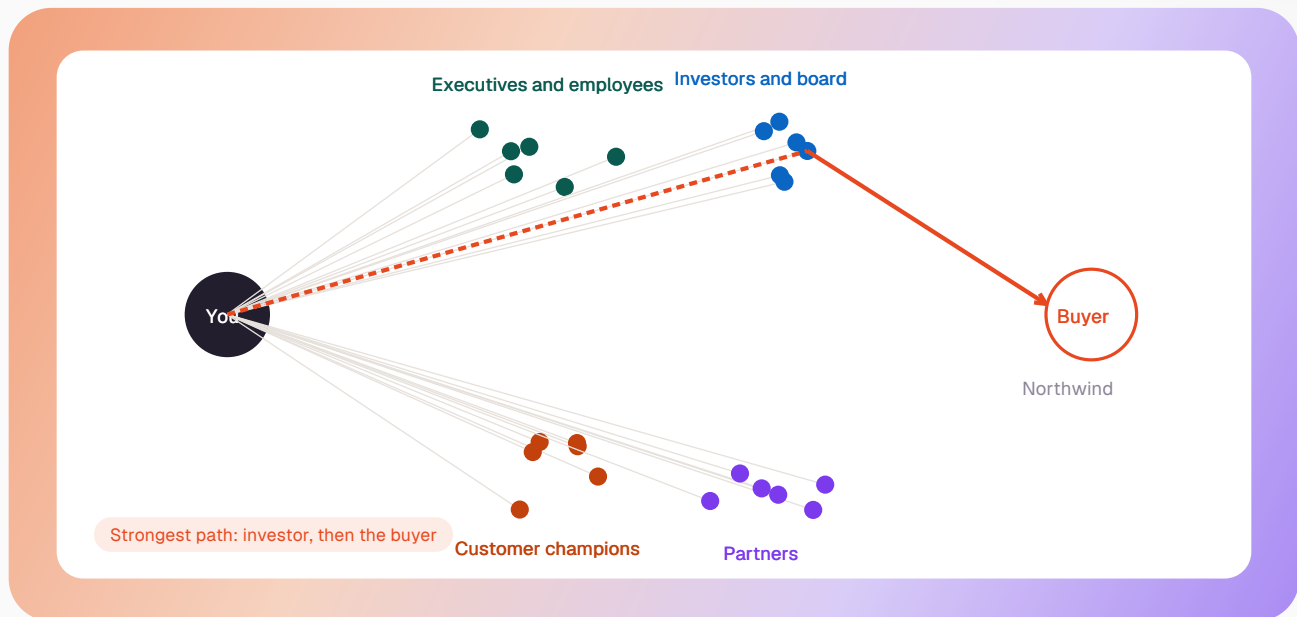
Step 1: Map your four hidden networks

Your company knows far more buyers than your CRM does. They are hiding in four places.

03

Ask most teams who can introduce them to a target account and they check one place: their own LinkedIn. That is one network out of four, and usually the weakest.

Network	Who is in it	Why it works
Your team	Executives, employees, recent hires, alumni	Former colleagues, classmates, shared projects
Your customers	Champions, executive sponsors, power users	A peer vouching for you, with proof
Investors, board and advisors	Partners at your funds, directors, functional advisors	Senior access, especially to executives
Your partners	Resellers, integration partners, agencies	They already sell into your targets



Four networks, one map: team, customers, investors and board, partners.

Do it this week

1. List your top 50 target accounts. Not 500. Fifty you would be thrilled to meet this quarter.
2. Collect the raw material. Your executives' LinkedIn connections, your customer champions list, your cap table and board, your partner list.
3. Match names to accounts. For each target, write down everyone in the four networks who worked there, works there now, or clearly knows someone senior there.
4. Count the gaps. Accounts with zero paths go to your other channels. Accounts with three or more paths go to the top of the list.

73%

of B2B SaaS marketing executives rank word of mouth first among factors shaping which vendors they consider.

Wynter, 2024

How Rudy helps

Rudy maps all four networks at once, from calendars, work history, alumni networks, board seats and connection uploads, and shows every warm path into each target account. Connectors install nothing and upload nothing unless they choose to.

Chapter 4 of 8

Step 2: Score the paths that are real

Not every overlap is a relationship. A shared employer is a coincidence; a shared project is a relationship.

04

The first map you build will look amazing. Hundreds of paths! Then you notice that half of them are two people who worked at a 10,000-person company in different countries, five years apart. They have never met.

This is where most relationship tools stop being useful. They show you every overlap and leave you to guess which ones are real. Asking on a fake path is worse than not asking, because it spends the connector's goodwill on a stranger.

Five questions that separate real from noise

1. Did they overlap in time? Same company, same years. Not the same company a decade apart.
2. Same function or team? Two people in a 10,000-person company rarely know each other. Two lawyers in that company's legal team almost always do.
3. Seniority fit. A path to a VP from a peer or a senior is strong. A path from an intern is not.
4. Recent contact. Meetings, emails or messages in the last year beat an old connection nobody has touched.
5. Does the target matter? A strong path to someone outside the buying group is still a detour. Weight paths by the persona you need.

The community trap

Being in the same investor portfolio, alumni group or Slack community is not a relationship. A hundred people who share a fund have not met each other. Treat membership as a hint to check, never as a path to ask on.

Top paths into Halcyon Bank

Scored: strength x willingness

BP	Bill Park Advisor	→ VP of Engineering	Strong
PR	Priya Rao Customer champion	→ Director of IT	Good
JL	Jon Lee Partner AE, Ledgerline	→ Head of Procurement	Fair
DO	Dana Ortiz VP, CFO	→ Chief Revenue Officer	Weak

Draft the ask for Bill Bill approves and sends it from his own inbox.

Ranked paths into one account: strength, recency and persona fit, not just a connection count.

Score every path high, medium or low. Only ask on high. Keep the medium ones for when a trigger fires. Delete the low ones from your mind.

How Rudy helps

Rudy scores every path on tie strength, recency, seniority, department and persona fit, so a shared employer alone never outranks two people who ran a project together.

Chapter 5 of 8

Step 3: Pick who asks, and write their words

The right person asking in the right way gets a yes. Everyone else gets "let me think about it".

05

Once you have a strong path, two decisions matter. Who inside your company should make the ask to the connector? And what exactly will the connector forward?

Who asks

- Board members and investors: the CEO or chief of staff asks. Never a rep directly.
- Customer champions: the CSM or account owner who has the relationship asks.
- Employees: the rep asks the colleague, and the colleague's manager knows.
- Partners: the partner manager asks, bundled with other requests.

The two-layer ask

Every good ask has two parts. A short personal note to the connector: who, why, why now, and an easy way to say no. And a forwardable blurb, written in the third person, that they can send untouched in thirty seconds.

Note to the connector

Subject: Quick intro ask, Dana Ruiz at Halcyon Bank

Hi Priya,

One ask this quarter. I'd love to meet Dana Ruiz, CRO at Halcyon. You two worked together at Ledgerline. Halcyon just announced a new commercial banking push, which is exactly what we help with.

I've written a short note below you can forward as is. If the timing is wrong or it isn't a fit, no need to reply. I'll find another way.

Thanks,
Sam

Forwardable blurb

Dana, meet Sam Okafor, CEO of Northwind. They help revenue teams reach senior buyers through people who already know them. Given the new commercial push, I thought a 20-minute chat could be useful. I'll let you two take it from here.

The quarterly rally

Most of the time you are not asking for one intro. You are rallying a connector once for the whole quarter, with a short list of names they can pick from. Picking is easy. Writing from scratch is not.

The rally: one ask, five names

Subject: Five people you might know (pick any, or none)

Hi Mark,

One ask for the quarter. These are five people at accounts we care about where you may have a real connection:

1. Dana Ruiz, CRO, Halcyon Bank (you both were at Ledgerline)
2. Omar Haddad, VP Sales, Brightpath (your portfolio company)
3. Lena Fischer, CFO, Norvale (you sat on the same board)
4. Raj Mehta, Head of RevOps, Tallis (ex-colleague at Corvid)
5. Chloe Martin, COO, Vantage Health (your former client)

If one or two feel natural, I have a short note ready for each that you can forward as is. If none do, no reply needed. I won't ask again this quarter.

Thanks,
Sam

- ☐ The person is named, with title and company.
- ☐ The relationship is stated plainly.
- ☐ There is one sentence on why now.
- ☐ The blurb is under 80 words and needs no editing.
- ☐ The last line makes it easy to say no.

Nothing goes out until each person says yes



Rudy drafts, the relationship owner approves, the connector sends from their own account.

How Rudy helps

Rudy picks who should ask and drafts both layers in the sender's voice. The connector reviews and sends it from their own account. Rudy never sends anything on anyone's behalf.

Chapter 6 of 8

Step 4: Time every ask to a trigger

The same ask lands twice as well when there is a reason it is happening now.

06

A warm path is necessary but not sufficient. The best asks have a reason attached: something changed, and that change makes the conversation timely for the buyer and easy for the connector to justify.

Trigger	What it means	Who to ask
A champion changes jobs	Someone who loved you now works at a new target	The champion directly, then their new team
New executive arrives	Fresh budget, fresh priorities, open calendar	Anyone who worked with them before
Funding or expansion news	Money and a mandate to spend it	Investors who know the company
A deal goes quiet	One thread and it is fraying	A second path to a different person
Renewal window opens	Time to expand, or time to defend	Your executive sponsor's peers

86%

of B2B purchases stall during the buying process.

Forrester, The State of Business Buying, 2024

Champion moves are the most valuable trigger of all, because the person already trusts your product. Storylane, for example, saw a 12 percent reply rate on champion re-engagement against about 1 percent cold, and booked 2 meetings in its first 2 weeks.

The weekly trigger sweep

Every Monday, spend 20 minutes on four lists: champions who changed jobs, new executives at target accounts, funding news, and deals with no activity in two weeks. Each item becomes a candidate ask, checked against your path scores.

How Rudy helps

Rudy watches for these triggers and raises the warm path the moment one fires, in Slack or wherever your team works, with the ask already drafted.

Chapter 7 of 8

Step 5: Track every ask to a meeting

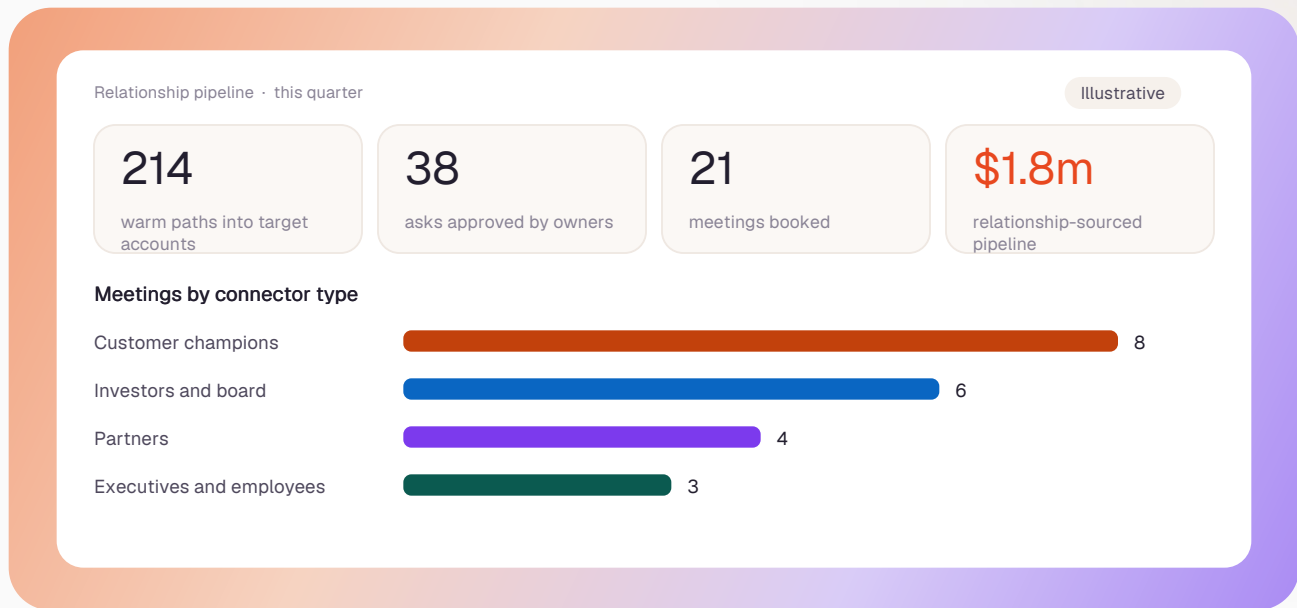
What gets counted gets repeated. What gets reported back gets you the next intro.

07

Warm intros die quietly when nobody tracks them. The ask goes out, the connector forwards it, a meeting may or may not happen, and nobody ever tells the connector. Six months later they stop helping, and nobody knows why.

The weekly scoreboard

Measure	What it tells you
Target accounts with a strong path	Coverage: is the map growing?
Asks sent to connectors	Activity: are we asking enough?
Asks accepted and sent	Willingness: are our asks good?
Meetings booked	Outcome: is it working?
Pipeline from intros	Value: is it worth the goodwill?



One page, same layout every week: coverage, asks, meetings, pipeline. Numbers illustrative.

Close the loop, every time

The outcome note

Priya, quick update on Dana. We met Thursday, she brought in her RevOps lead, and we're scoping a pilot. Thank you, that intro saved us months.

Proof point

Armis, a \$300M ARR cybersecurity company, runs a Path to Power play across 200+ enterprise accounts with Boomerang. It created 26,000 warm intro paths, reported 10x ROI on revenue in year one, and eliminated 1,400+ hours of manual research. That is one company's result, not a benchmark.

How Rudy helps

Rudy tracks every intro request from proposal to booked meeting, prompts the outcome note, and shows which connectors, paths and triggers actually produce meetings.

Chapter 8 of 8

Your 90-day plan

Two weeks to build, ten weeks to run, one week to report. Here is the calendar to 100 warm meetings.

08

Weeks	Focus	Done when
1 to 2	Map the four networks against your top 50 accounts	Every account has a path count
2	Score the paths, set ask limits per connector	Only high-scoring paths are on the ask list
3	First wave: rally your 10 most motivated connectors	10 rallies sent, about 5 names each
4 to 12	Weekly rhythm: rally about 10 connectors, work the triggers, close loops	About 8 meetings a week
6	Widen the map to the next 50 accounts	100 accounts mapped
13	Report to leadership and thank every connector	One-page results, next-quarter asks named

2x

win rates when a seller adds just one colleague from their own side to the deal.

Gong Labs, 10,332 deals, 2021 (vendor data)

The weekly rhythm

1. Monday: trigger sweep, pick the week's asks.
2. Tuesday: send this week's rallies to connectors.
3. Thursday: nudge anything unanswered once, politely.
4. Friday: update the scoreboard, send outcome notes for last week's meetings.

If you only do one thing

Pick your ten most wanted accounts. Find the single strongest path into each. Write ten two-layer asks this week. That alone will probably beat your last month of cold email.

Key takeaways

What to do next

- ☐ Buyers pick their favourite before they talk to sales. Get introduced before that happens.
- ☐ 100 warm meetings in 90 days is one rally to each of 100 connectors, about five named people per rally, with roughly one in five accepted.
- ☐ Map all four networks: team, customers, investors and board, partners.
- ☐ Score every path. A shared employer is a coincidence; a shared project is a relationship.
- ☐ The right person asks, and hands the connector a blurb they can forward untouched.
- ☐ Time every ask to a trigger, starting with champion job changes.
- ☐ Track every ask to a meeting, and always tell the connector what happened.

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Meet Rudy

Find your first 100 warm meetings

Start a 7-day free trial on Starter with no card, or book a demo to see Rudy map every warm path into your target accounts across your team, customers, investors and partners. Setup is about 30 minutes, and warm paths appear the same day.

Start free at getboomerang.ai

7-day free trial on Starter, no card. Admin setup takes about 30 minutes.

Armis case study

26,000 warm intro paths created, 10x ROI on revenue in year one and 1,400+ hours of manual research eliminated.

Storylane case study

12 percent reply rate on champion re-engagement, against about 1 percent cold, and 2 meetings in the first 2 weeks.

The GTM teams closing on relationships run on Boomerang.

