KROSSINGS × LGM

Who Sends It? The Exec-as-Sender Planning Kit

Running Outbound From Your CEO's Profile.

A working kit from the Krossings × LGM session on October 28, 2026.

Your executives' LinkedIn profiles are the most underused sending asset you have. This kit turns the session into a plan you can fill in with whoever runs outbound on your team. Most of it fits in one sitting.

Start by naming your senders and running the math. Everything after that is the orchestration you design before a single message goes out.

STEP 1

List your exec senders

Most executives would happily let their profile be used for outbound. Nobody asks. That permission gap is where most programs stall, so start with the ask.

Name	Title	Asked to participate?	Their answer

STEP 2

Map senders to personas

Match the sender to the buyer. Not everyone sends to everyone. Here's the grid from the session:

Sender	Buyer persona	Coverage logic
Founder / CEO	Executive Sponsor	Peer-to-peer framing. Highest trust channel. High accept rate.
VP of Sales	Decision Maker	Peer-level match. Credible on business impact and pipeline topics.
BDR seat	Influencer / Evaluator	Volume coverage. Uses all channels: LinkedIn, email, and calls.

Use persona labels, not job titles. Map to the role, not the org chart. The same persona exists across many titles.

Your grid:

Sender	Buyer persona	Coverage logic

STEP 3

Do the capacity math

Pick any two inputs and the third solves itself. Don't skip this. Without daily limits and ramp-in, platforms flag the account and the program dies before it starts, taking the exec's digital reputation with it.

Input	Your number
Audience size: how many contacts you want to reach	
Senders: how many exec senders you're activating	
Time window: how many weeks you have to run the program	
Weekly sends per sender: set by your platform's daily limits and ramp-in	

Audience = Senders × Weekly sends per sender × Weeks

Working backwards works too. Weeks needed = audience ÷ (senders × weekly sends per sender). Senders needed = audience ÷ (weekly sends per sender × weeks).

The question to answer here: what do these senders add in audience size and time to coverage?

STEP 4

Set channel rules

Be deliberate about which channels each sender uses. Execs focus on LinkedIn. BDRs use everything.

Why execs stay on LinkedIn

- The exec's title is the asset. It gets requests accepted.
- When an exec reaches out on LinkedIn it feels organic and personal.
- A CEO email at scale reads as automated. It signals a two-person company, not peer outreach.
- Exec email domains are rarely warmed for outbound volume, and an exec name on a cold email sequence carries brand risk.

How BDRs work around them

- BDRs chain LinkedIn, email, and calls in sequence. Persistence is expected from this role.
- Once the exec touches an account on LinkedIn, the BDR uses that as the reason to call or email.

Agree these with your team:

- [ ] Execs send on LinkedIn only, and stay there until a conversation is warm
- [ ] No exec name on a cold email sequence
- [ ] BDRs follow up on every account an exec has touched

STEP 5

Design the handoffs

Two moments decide whether an exec touch turns into pipeline: a request nobody accepts, and a reply nobody sees.

When a request goes unaccepted

1	2	3	4
Exec sends a LinkedIn request.	Seven days pass with no accept.	**The BDR seat picks up the account.**	The BDR emails, or holds.

Set the window. Five to seven days is the standard. Shorter windows waste the exec's name on contacts who need more time. Longer windows hold up the BDR seat.

Move to Plan B. The BDR picks up and references the exec's connection request: "My CEO had reached out to you…" Then expand to other contacts at that account rather than waiting on one thread. Calling matters here.

Don't double-touch. If the exec has already sent a request, the BDR's email has to acknowledge that context. Treating it as a cold email is a brand mistake.

When a reply comes in

A reply in an unmonitored inbox is a deal that dies quietly. The exec can't be responsible for watching their own inbox, so someone else has to.

Reply in minutes, not hours. Set up HubSpot and Slack alerts so whoever is monitoring acts the moment a reply lands. Every reply, even a soft or ambiguous one, is an invitation to sell. If someone replies "we use something else," the BDR calls immediately.

Decision	Your answer
Days before the BDR picks up an unaccepted request	
Who monitors replies across all exec sender accounts	
Where reply alerts land	
What creates the CRM record when a reply comes in	

If the reply doesn't trigger a CRM record, it never happened as far as the pipeline is concerned.

STEP 6

Sequence the warm tier

A sender's existing network is a different asset from their title. Warm contacts reply at about 3× the rate of cold outreach, so they go first.

1. **Find the warm segment.** Pull first-degree connections from the sender's LinkedIn and cross-reference them against your target account list. That intersection is your warm tier.
2. **Write for it separately.** Warm contacts don't need a connection request because they're already connected. Open with a direct message that references the existing connection.
3. **Send it first.** Warm contacts go in week one and cold contacts follow. The warm responses build momentum before the harder asks go out.

Sender	First-degree contacts at target accounts

Before you launch

Most programs that stall trace back to targeting or copy. An exec who sees no results after two weeks pulls the plug, so check these before the first message goes out.

- [ ] ICP and target account list are defined. Wrong ICP burns your TAM and the exec's goodwill, and targeting matters more than copy.
- [ ] Copy reflects the exec's voice and is personalised to the persona. Execs have a professional reputation at stake, and bad copy makes them look bad.
- [ ] No cold template goes out with the exec's name on it.
- [ ] First-degree contacts are segmented from cold contacts. A cold intro to someone you're already connected to breaks trust immediately.
- [ ] CRM data is audited. Outbound amplifies how messy your data is, and messaging a customer like a prospect is a brand mistake.
- [ ] Daily limits and ramp-in are set on every exec account.
- [ ] Reply alerts are live and someone is named to monitor them.

Next step

If you'd like to learn more about which accounts in your TAM could benefit from more executive outreach, **get your free growth packet from Krossings today**.

To see how this runs in La Growth Machine, get in touch with LGM.