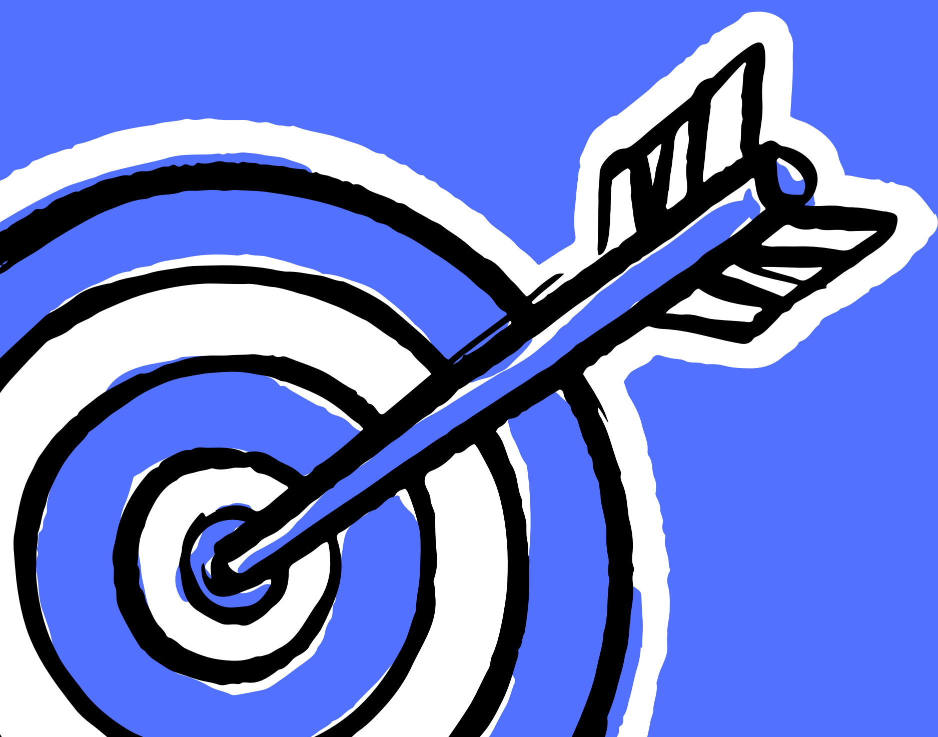
Accel Bio

Our Formula for Booking 250+ Meetings with Pharma

(in just 12 months)



Why Most Life Science Sales Teams Are Missing the Mark

If your team is relying on cold email to generate leads, you’re playing a losing game.

Your options?

Send a couple thousand generic messages that mostly get ignored... or spend 20 minutes crafting the perfect personalized pitch just for it to be opened and get ignored — or worse, get filtered into spam.

And while your email sits unopened, **your competitor is on the phone, having a real conversation with that same prospect.**

Here’s what most teams forget: **timing is everything** in life sciences. Buying cycles are tight, scattered, and often hard to spot. If you're not able to break through and connect when the opportunity is hot, you don't just miss a meeting — you miss the entire deal. And in this industry, one missed deal can mean **losing a 6- or 7-figure relationship.**

You don’t need more email templates.

You need a system for getting into real conversations — at the exact moment your buyer is actually ready to talk.
This playbook is that system.

Accel Bio

Our Approach

We've booked 250+ meetings with pharmaceutical developers in the past year. It's not luck—it's a process built on two key ideas:

1. Hyper-targeted campaigns that align with key prospect moments (like events, funding news, job changes)
2. Consistent phone-first outreach, using tested call scripts that work

Truth be told, if you can't get at least 10-15 prospect conversations a week with this playbook, you're doing it wrong.

Why The Phone Works Best

90% of our outreach is done through the phone. Why? Because email inboxes are overloaded. Even if a prospect is interested in what you're offering, your message will likely get lost in a flood of other emails.

With phone calls, the interaction is **immediate**. You can answer questions, personalize your message, adjust based on their reactions, and secure next steps—all in real time. Instead of hoping your message gets noticed, you're actively steering the conversation.

Two Script Styles That Book Meetings

1. Problem-Focused

“Lately we’ve been seeing a lot of teams struggle with admin-heavy CTMS tools—especially when they're moving into later-stage trials. Has your team been having any issues along those lines?”

This approach works because it opens the door to a conversation, rather than going for a hard sell.

Disclaimer: this approach works best if the prospect is not in a rush when you call. If you can tell they are in a rush, you will want to skip straight to the point of what you are calling about.

2. Value Proposition-Focused

“Great so we developed a CTMS system SPECIFICALLY for early phase oncology trials. And so.... I saw you guys are now gearing up for your phase 1 trial and was wondering if you would be open to a quick run through when I'm not completely calling you out of the blue?”

This approach works because it is direct to the point. You can also ask a probing question instead of going straight for the meeting.

One of our CRO clients **closed day six figure deal** off a single call to a unicorn status drug developer using this script approach.

Pro Tip: Sell the Meeting, Not the Product

"My colleague is probably the most knowledgeable person I've met on this subject—you'll likely come away with some insights even if we aren't the right fit."

We've found this approach softens the pitch and makes the meeting sound like a no-pressure knowledge share.

Email & LinkedIn – Supporting Players

Email: Best for Warm Touches

We typically send emails:

- To promote specific case studies or free offers
- To follow up before or after a meeting or initial phone interaction
- After a few call attempts

Your emails should be short, human-sounding, and always include a question or call to action.

LinkedIn: Use With Purpose

LinkedIn is a great place to engage because interactions are tied to real professional identities, which naturally builds more trust compared to anonymous emails. We use it to:

- Re-engage prospects who ghosted
- Amplify event invites or webinars
- Warm up completely cold prospects before a phone call

But don't just spray and pray. Your outreach should be timed, targeted, and tied to a clear purpose.

Four Hyper-Targeting Strategies

We've seen the highest-performing campaigns come from outbound that is anchored to real-world signals. Here are four ways to do it:

1. Conference Follow-Up

Identify who attended or expressed interest in a specific conference, then follow up via phone within 5–10 days of the event. Make sure to reference their attendance at the event within the first 5-10 seconds of the call, then explain why you are calling.

Need help with conference lead gen?
Chat with Accel Bio today.

2. Milestone Triggering

Funding round? New hire? IND filing? These are great excuses to reach out. Our team uses various data sources to spot these events in real time and reach out when interest is highest. Some tools you can use to do this are:

- Zymewire (pipeline & signal data)
- Biopharm IQ (pipeline & signal data)
- Clay (waterfall enrichment)
- Apollo (prospect list building & contact info - mostly for emails)
- Zoominfo (contact info - mostly for phone numbers)

3. Inbound Leads

Webinar attendees, form submissions, and whitepaper downloads are valuable — but only if you act fast. We've found that calling within 72 hours of a prospect engaging significantly increases the chance of moving them forward.

Make sure your outreach is personalized to the action they took. For example, if they downloaded a whitepaper, invite them to a 1:1 session with your in-house expert on that topic (i.e. your sales manager).

4. Calling Old CRM Leads

One of our clients, a preclinical CRO, closed a multi-six-figure deal just by having us call old CRM contacts. These were leads that had shown interest in the past but never moved forward.

Key Insight

Even if someone is interested in what you have to offer, the friction of having to write an email, coordinate a time, and so on... causes a lot of meetings to slip through the cracks. When we call and offer to schedule a meeting right then and there, the conversion rate rises dramatically.

Cold Calling Logistics – What It Takes To Win

Hopefully by now you're convinced that the phone is the best channel for reaching prospects. But cold calling at scale takes strategy, structure, and stamina. Here's what goes into making it work:

1. Call Volume Targets

- For completely cold outbound, we aim for 200+ dials per day per rep
- With an average pickup rate of 2–6%, that usually results in 4–12 live conversations/day
- Conversion rates from call to meeting vary depending on how targeted your campaign is, what you are promoting, etc.
- Don't give up after the first call attempt. If they don't pick up, take note of the time and try again at a different hour — persistence and timing are everything.

Don't want to make the calls yourself?
Let Accel Bio do it for you.

2. Targeted Campaigns

For event-based or milestone-based campaigns, we often see conversion rates jump because the calls feel much more relevant and timely to the prospect. Instead of reaching out "out of the blue," you're tying your message to something already on their radar — like an upcoming conference they're attending, a recent funding round, or a pipeline milestone they've just announced. This gives your outreach a natural context, making prospects much more receptive to a quick conversation.

3. List Building

Great cold calling starts with great data. We:

- Research each company for fit (pipeline stage, headcount, geography, etc.)
- Identify the right personas (CSO, VP Clinical, Director of Manufacturing, etc.)
- Use verified contact databases to ensure accurate phone numbers
- Segment lists based on how "warm" they are—e.g., cold prospects, former inbound leads, past webinar attendees etc.

4. Call Cadence

Our standard cadence includes:

- 5–7 call attempts across 2–3 weeks
- Strategic voicemails and follow-up emails

5. Follow Ups

In our experience, nearly 50% of sales meetings are booked not on the first call, but on subsequent follow-ups.
It's completely normal for prospects to be busy, want to read an email first, or simply not be ready to book a meeting on the spot. Consistent, well-timed follow-ups show you're professional, respectful of their time, and genuinely invested — without coming across as pushy.

Real-World Examples

Case Study 1: Conference Follow-Up Campaign

We supported a biologics CDMO following their panel event at DCAT. Our role was simple—follow up via phone with both attendees and no-shows.

- 42 carefully researched prospects called
- 6 one-on-one meetings booked

Case Study 2: Cold Outreach With Objection Handling

Our SDR reached out to a cold lead at a regenerative medicine company. The prospect initially objected—they were already evaluating CDMOs. Our rep asked if they were looking overseas. They were. That opened the door to a short conversation about the risks of offshoring (BIOSECURE Act, language/time barriers, etc.).

After some persistence and multithreading (looping in the CEO), the meeting happened. Later, the prospect actually *thanked* our rep for being persistent—they wouldn't have known about our client otherwise.

Before You Flip to the Next Page...

By now, you've seen the cracks in the traditional "email-first" outreach playbook.

And maybe — just maybe — you're starting to realize that the real reason you're not booking more pharma meetings isn't your product, your price, or even your pitch.

It's that your competitors are getting to the conversation first — with a phone call, not a follow-up.

You can either keep relying on hope and templates...

Or learn to control the interaction, steer the timing, and book meetings when it actually matters.

What to Do If You Don’t Have the Bandwidth?

Creating target lists, researching personalized icebreakers, and conducting timely follow-up calls requires significant effort and expertise. Many teams simply don't have the resources to execute this strategy effectively.

Accel Bio specializes in managing life science related outreach campaigns that deliver measurable ROI. Our team handles the entire process—from building targeted prospect lists to conducting personalized follow-up calls that convert into meaningful business opportunities.

Want personalized advice for your next lead gen campaign?

Book a Time To Chat With Us