

Best 100+ Cold LinkedIn Message Templates

Proven to Increase Your Leads
Tested by Real Salespeople

- 30% Connections rate
- 25% First message response rate
- +Up to 60% follow message response

2023



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Introduction

We are more than an automation tool. We understand what it takes to run a successful LinkedIn outreach and deliver results. We work with you as a reliable partner that wants you to succeed and grow.

This ebook has over 100+ tested and proven to work LinkedIn messages. This ebook was tested and written by us with the support of our partners across multiple industries, all so you can skyrocket your LinkedIn outreach and grow your business

Best of luck! Salesflow



*Good things don't
come to those who
wait, good things
come to those who
chase them*



- SALES PERSON

CHAPTER 1

Connection Messages

Connection Message 1

Hi {first_name}, I noticed your interesting background at {company_name} and thought to reach out as I believe I can add value to your endeavors.

Hope to speak soon.

Job Titles: VP of Human Resources, VP of Talent Management, CEO, CMO, COO, Founder
Industry: Information Technology, Computer Software, HR and Human Capital Management.

Connection Message 2

Hi {first_name},

LinkedIn suggested that we already know each other, but I do not think that we have met. I see that you're part of the hiring process and team lead at {company_name} and thought that it would be great to connect with you. :)

Job Titles: Marketing Director, Creative Director, VP of Marketing, VP of Human Resources, CHRO, Broker/Owner, CEO, CMO
Industry: Apparel & Fashion, Health, Wellness & Fitness, Human Resources, Entertainment, Franchise Businesses

Connection Message 3

Hi `{first_name}`,

I'm Alek! In the past few years of working with `{job_title}` like yourself, I have experienced that small shifts in thinking can create a dramatic change in an organization's success.

Look forward to connecting with you. :)

Job Titles: CEO, COO, CHRO, Founder

Industry: Health, Wellness & Fitness, Consumer Goods, Human Resources, Entertainment, Financial Services

Connection Message 4

Hi `{first_name}`,

I'm hoping to expand my network with supply chain/ops leaders like yourself. Curious to learn more about your experience.

It would be great to connect. :)

Job Titles: VP of Supply Chain, Director of Supply Chain

Industry: Supply Chain & Logistics

Connection Message 5

Hi {first_name},

Impressed with what you guys have built at {company_name}!

I work with {title|marketing leader}'s to adopt new lucrative tactics for B2B lead generation.

Hope to connect and speak soon.

Job Titles: VP of Marketing, VP of Sales

Industry: Information Technology, Computer Software, Internet

Connection Message 6

{first_name}, found you while looking to connect with driven entrepreneurs that share the same passion in business.

Would be great to connect! :)

Job Titles: CEO, CMO, Founders

Industry: Automotive, Pharmaceutical, Information Technology

Connection Message 7

Hi {first_name}, I'm hoping to expand my network with {title|innovator}s, such as yourself. Curious to learn more about your experience. It would be great to connect. -{your name}

Job Titles: VP of Business Development, Director of Business Development, Business Development Executive
Industry: Biotechnology, Pharmaceutical

Connection Message 8

Hi {first_name}, I'm hoping to expand my network with {title|innovator}s, such as yourself. Curious to learn more about your experience. It would be great to connect. -{your name}

Job Titles: Chief Science Officer, Research and Development Specialist, Assay Development Specialist
Industry: Biotechnology, Pharmaceuticals

Connection Message 9

Hi {first_name},

Your profile came up as a recommendation and I saw that we share some mutual interests in the tech & data security space so thought to reach out.

Thought to connect and share industry insights.

Job Titles: CIO, CISO, IT Director

Connection Message 10

Hi {first_name},

I saw that you are a CFO at {company_name} and as an ex-CFO myself, I thought it would be great to network with you and see if we can help each other.

Look forward to connecting.

Industry: Financial Services
Job Titles: CFO, Head of FP&A

Connection Message 11

Hi {first_name}

Noticed you are a {title} and given your finance background I thought to reach out directly and share some of the latest tools for 2021.

I have an idea to run by regarding a platform called {company name} which might be of interest to you.

Best,

Industry: Finance

Job Titles: CFO, Head of FP&A, VP of Finance

Connection Message 12

Hi {first_name},

I'm hoping to expand my network with supply chain/ops leaders as yourself. Curious to learn more about your experience.

It would be great to connect. :)

Job Titles: VP of Supply Chain, Director of Supply Chain

Industry: Supply Chain & Logistics

Connection Message 13

Hi {first_name},

I work with multiple marketing leaders in London and came across your profile.

Would love to have you in my network!

Job Titles: CMO, Marketing Manager

Connection Message 14

Hey {First_Name},

Was just researching {Company-Name} and saw that you're {job_title} at {company_name}!

Would love to connect and see if we could work together!

Job Titles: CEO, Founder, Co-Founder, CTO

Industry: E-learning, Healthcare, Computer Software, Information technology

Connection Message 15

Hi {first_name},

Your profile popped up as a suggestion on LinkedIn today as someone I should connect with and thought it would be great to connect and find ways how we can collaborate.

Hope you are open to connecting?

Job Titles: CEO, Founder, CTO

Industry: E-learning

Connection Message 16

Hi {first_name},

I'm {first name}, Founder and CEO of {your company name}, a {tool name} addon. Your profile came up when I was looking for a connection in your industry and I was impressed by your background.

Would love to have you in my network!

Job Titles: CEO, Founder, CMO

Industry: Automotive, Pharmaceutical

Connection Message 17

Hi {first_name},

I have been working with a few C-level executives' of {company name} from the {sector name} sector and thought it would be great to connect and share about new tech that helps companies stay safe and be more productive.

Job Titles: IT Director, CIO, CISO
Industry: Electrical/Electronics Manufacturing

Connection Message 18

Hi {first_name},

I saw that {company_name} is in the tech space and wanted to reach out as I have been working with C-level executives of {company name}.

Thought it would be a great opportunity to connect with fellow industry leaders.

Job Titles: IT Director, CIO, CISO
Industry: Computer Software

Connection Message 19

Hi {first_name},

I saw that {company_name} is in the legal space and wanted to reach out as I have been working with C-level executives of {list of companies}.

Thought it would be a great opportunity to connect with fellow industry professionals.

Job Titles: IT Director, CIO, CISO

Industry: Law Firms

Connection Message 20

Hi {first_name}, I heard about you and {company_name} and I thought of reaching out given you're in the investment space and would like to connect & find ways how we can collaborate.

Job Titles: Seed Investors, EIS Investors, SEIS Investors, PropTech Investors, VC's

Industry: Venture Capital & Private Equity

Connection Message 21

Hi {first_name},

I'm {first name}, Founder and CSO of {company name}, an event-centric tech-company based in {City name}.

I noticed you are involved in the Arts and Cultural industry, as I am.

Hope to speak soon.

Job Titles: Artists, Performing Artists, Director of Museum

Industry: Museums, Galleries, Events

Connection Message 22

Hi {First-Name},

Was just researching {Company-Name} and noticed you're in the electrical contracting industry.

Would love to connect and see if we could work together!

Job Titles: Owner, Founder, CEO, Electrical Contractor

Industry: Electrical Contracting, Electrical/Electronics Manufacturing

Connection Message 23

Hi {first_name},

Your LinkedIn profile came up as a recommendation and I see that you lead the Innovation and digital front of {company_name}.

Would love to connect to share industry insights and discuss possible collaboration

Job Titles: Consumer Electronics, IT and Services, Construction
Industry: Project Manager, Senior Project Manager, Head of Engineering

Connection Message 24

Hi {first-name},

{company_name} popped up while browsing LinkedIn and seeing we share few mutual interests. I've been reaching out to affected businesses and want to see how and if I could help.

Hope you are open to connecting?

Job Titles: CEO, Founder, Co-Founder, Managing Director
Industry: Biotechnology, Pharmaceuticals, Renewable Energy, FinTech, Financial Services

Connection Message 25

Hi {First-Name},

Was just researching {Company-Name} and saw that you're part of a fast-growing industry.

Look forward to connecting!

Job Titles: E-Learning

Industry: CEO, Founder, Co-Founder, CTO

Connection Message 26

Hi {first_name},

LinkedIn popped up your profile as a recommendation while scrolling and I saw that we have some mutual interests in the legal space.

Look forward to connecting with you.

Job Titles: Independent Lawyer

Industry: Law Practice

Connection Message 27

Hi {first-name},

Was researching {company-name} and noticed you also work in the retail industry. I wanted to reach out and share a tool to drive repeat business with automation and data insights.

Look forward to connecting
{name}
{Your website}

Job Titles: CEO, Founder, Co-Founder
Industry: Retail & E-Commerce

Connection Message 28

Hi {First-Name},

Looks like {Company-Name} is doing some great work in {list segment} sector. I like to learn from and connect with {title}'s that are approaching growth in interesting ways. I'd love to connect if you're up for it!

Job Titles: CEO, CMO, Head of Growth
Industry: SaaS, Internet, Financial Services

Connection Message 29

Hi {first_name},
I look forward to connecting and sharing industry insights! -{your name}

Hi {first_name},
It is a pleasure to connect with fellow industry leaders. -
{your name}

Job Titles: CIO, CISO, IT Director, IT Manager, Cyber Security Director

Industry:

Connection Message 30

Hi {First-Name},

I was just researching {Company-Name} and saw that you're part of a fast-growing financial products marketing company.

Would love to connect and see if we could work together!

Job Titles: FMO's, Keyword search: Advisors "Cash Flow" in their LinkedIn profile

Industry: Financial Services

Connection Message 31

Hi {first_name},

I see you are CEO/Founder at {company_name}. We've helped a recent tech business expand from \$300K to \$3.5m in a month and I see some similarities for an opportunity with you, {first_name}.

Happy to connect.

Job Titles: Owner, Founder, Co-Founder, CEO

Industry: FinTech, Biotechnology, Information technology, E-Commerce, Real Estate, SaaS

Connection Message 32

Hey {first_name},

Admire what you've achieved so far at {company_name} and thought to connect & see if there is any room for collaboration.

Best,

{your name}

Job Titles: Owner, Founder, Co-Founder, CEO

Industry: FinTech, Biotechnology, Information technology, E-Commerce, Real Estate, SaaS

Connection Message 33

Hi {first_name},

Your profile came up as a recommendation and I saw that we share some mutual interests in the tech & data security space so thought to reach out.

Thought to connect and share industry insights. {your name}

Job Titles: IT Director, CIO, CISO, IT Security Director
Industry: Healthcare, Manufacturing, Insurance



If you want to make money, you have to help someone else make money.

- RUSSELL SIMMONS

CHAPTER 2

1st Follow-up Message

1st follow-up - 1

Hi {First-Name},

I'm the managing director of Exactius, a growth marketing services company. We are looking to partner with VC & Private Equity companies to provide marketing and growth services for their portfolio companies. I thought this might be a great time to consider how we could help with the current global shift.

Best,
{your name}

Job Titles: CEO, Founder, Co-Founder
Industry: VC & Private Equity

1st follow-up - 2

Hi {first-name},

Glad to connect!

I'm the founder of {company name}, a retail data analytics and engagement automation software. I thought this might be a good time to consider our retail software to engage and gather data from your POS system, to generate new sales via repeat business and engage your customer base.

Would you be open to exploring further?

Job Titles: CEO, Founder, Co-Founder
Industry: Retail & E-Commerce

1st follow-up - 3

Hi {first_name},

Appreciate the connection.

I'm {your name}, Executive Director of {company name}, a web development, and IT services company for the legal space.

Has {company_name} been thinking about customizing your website and becoming more engaging with your potential clients?

-{your name}

Job Titles: Independent Lawyer

Industry: Law Practice

1st follow-up - 4

Hey {First-Name},

Great to connect!

I am the co-founder of {company name} software, and am reaching out with the intention of creating value for you, your advisor community and their clients. We do that by creating a webinar that talks about how cash flow planning, especially right now, is so important to do with and for clients. As a bonus for the people that attend the webinar, we offer them a discount on {company name} due to their relationship with you. Beyond just software, we are prepared to help advisors one-on-one or setup a "train the trainer" with people at your company to build maps with their clients, which is a service we do not normally offer, but these are trying times and we want to help.

Open to learning more on a call?

Best, {your name}

Job Titles: FMO's, Keyword search: Advisors "Cash Flow" in their LinkedIn profile
Industry: Financial Services

1st follow-up - 5

Hi {first_name},

Pleased to connect - wondering why I decided to connect :) I'm {your name}, Founder and CSO of {company name}, an event-centric tech-company based in {city name}.

Considering the current global shift, we're taking innovative steps into making culture accessible for everyone. 85% of internet searches bring no result for shows or artists and as a result, leaving the public with zero to none information about upcoming events and commercial activities of a region.

How have you guys at {company_name} managed to get an audience, if any?

{your name}

Job Titles: Artists, Performing Artists, Director of Museum

Industry: Museums, Galleries, Events

1st follow-up - 6

Hi {First-Name},

Glad to connect!

I am the CEO of {company name}, a supply chain software company. We are focused on creating value by offering a system that is time-efficient in saving our clients 38% of the time spent on material handling, and at the same time delivers a 30x ROI. On top of that, we want to ensure that our clients are always managing their buyouts in a correct way, by being able to track how much they've ordered against their buyout, particularly with the shift in demand during this pandemic.

Here's an overview of our platform: [{link to your overview}](#)

Would love to hear your thoughts on this.

{your name}

Job Titles: Owner, Founder, CEO, Electrical Contractor

Industry: Electrical Contracting, Electrical/Electronics Manufacturing

1st follow-up - 7

Hi {first_name},

Looks like some exciting innovations you guys are doing and great to connect. I'm {your name} by the way, Co-Founder of {your company}, a consumer IoT electronics, product design and engineering innovation company.

I would love to learn more about {company_name} and see if there are any synergies - open to a 10 min call?

{your name}

Job Titles: Consumer Electronics, IT and Services, Construction
Industry: Project Manager, Senior Project Manager, Head of Engineering

1st follow-up - 8

Hi {first_name},

Great to connect!

I'm {your name}, Founder of {company name}, a recruiting agency that helps companies find the right candidates in a competitive market. Our goal is to improve the recruiting experience for all the parties involved: the hiring manager, the candidate, and the recruiter.

Has it been difficult for {company_name} to identify qualified candidates?

Job Titles: Director of Operations, COO, Director of People Operations, Head of People, Head of Talent
Industry: Industrial Automation, Internet, Transportation/Trucking/Railroad

1st follow-up - 9

Hi {first_name},

Appreciate the connection!

Are you guys at {company_name} currently hiring?

Job Titles: Engineering Manager, Engineering Team Lead, Hiring Manager

Industry: Industrial Automation, Internet, Transportation/Trucking/Railroad

1st follow-up - 10

Hey {first-name},

Great to connect!

If I can just give you a high level intro on me and my company.

Over the last 11 years, we have been fortunate enough to promote some incredible Small Cap stories including {list companies you've worked with}.

With the reporting season in full swing, we know that as CEO's of a Small Cap, you are working hard to attract more investors to your story.

{link of your choice}

How are you placed for a short call in the coming days?

Best,

{your name}

Job Titles: CEO, Founder, Co-Founder, Managing Director

Industry: ASX Companies

1st follow-up - 11

Hi {first_name},

{company name} has been working with {company name} for over 10 years. As a Microsoft Gold Partner and with Microsoft ending support for GP 18 we help companies migrate from Microsoft Dynamics GP over to D365 Business Central to increase productivity and run the finance and supply chain..

Regards,

{your name}

Job Titles: IT Director, CIO, CISO

Industry: Computer Software, Electrical/Electronics Manufacturing, Law Firms

1st follow-up - 12

Hi {first_name},

Appreciate the connection!

I'm {your name}, VP of Sales at {company name}, a growth consulting company. We help tech companies scale from \$0 - \$1M or \$1M-\$10M+ in 12 months or less with our system to overcome the obstacles that entrepreneurs typically encounter with marketing campaigns or creating a sales process.

Has it been difficult for {company_name} to get qualified leads and book demos during these times?

Job Titles: Owner, Founder, Co-Founder, CEO

Industry: FinTech, Biotechnology, Information technology, E-Commerce, Real Estate, SaaS

1st follow-up - 13

Hi {first_name},

Great to connect!

If I can just give you a high level intro on me and my company.

I'm {your name}, Head of Growth at {company name}, {Country's name} leading full-service publishing investment platform with {xxx} investors. Our goal is to connect companies that are seeking a capital raising process with an active, global database of high-net-worth investors and professional investment groups. I thought this might be a good time to consider how we could help {company_name} with the current global shift.

Here's a snip of our end to end fundraising platform - [{your website}](#)

Are you seeking funds now or in the near future?

Best,
[{your name}](#)

Job Titles: CEO, Founder, Co-Founder, Managing Director

Industry: Biotechnology, Pharmaceuticals, Renewable Energy, FinTech, Financial Services

1st follow-up - 14

Hi {first_name},

Appreciate the connection!

I'm {your name}, Co-Managing Partner at {company name}, a managed IT services and consulting company. I reached out as I've noticed many new IT challenges and threats in remote work due to Covid. Given your background in IT security at {company_name}, I was hoping to learn more about the steps you're undertaking to protect your data from social phishing attacks and network intrusions?

{your name}

Job Titles: IT Director, CIO, CISO, IT Security Director

Industry: Healthcare, Manufacturing, Insurance

1st follow-up - 15

Hi {first_name},

Great to connect! Congrats on all your achievements.

I founded {company name} as I strongly believe the finance function is falling behind the curve in the adoption of a modern tech stack for FP&A in areas of forecasting, analytics and in leveraging AI based solutions.

I would love to learn more about {company_name} and talk about your challenges.

Would you be open to a quick 15 mins call?

{your name}

Industry: Automotive, Pharmaceuticals, Financial Services

Job Titles: CFO, Head of FP&A, VP of Finance

1st follow-up - 16

Hi {First-Name},

Appreciate the connection!

We're {company name}, a consulting firm helping companies by saving business time and money with interconnected planning by using {company name}.

I believe the beginning of a new year comes with a lot of challenges especially in the finance department where a lot of planning, budgeting and forecasting takes place in clunky spreadsheets.

When would you be able to huddle to discuss how to leverage Connected Planning in FP&A in 2021?

Best,
{your name}

Industry: Financial Services
Job Titles: CFO, Head of FP&A, VP of Finance

1st follow-up - 17

Hi {first_name},

Appreciate the connection!

We're {company name}, a consulting firm helping companies plan and forecast better, saving time and money in your supply chain by using {company name}.

The beginning of a new year comes with a lot of supply chain challenges where accurate and flexible S&OP and Demand & Supply planning becomes critical.

What does your current SO&P/Demand/Supply planning process currently look like for this year?

-{your name}

Industry: Supply Chain & Logistics

Job Titles: Director of Supply Chain, VP of Supply Chain

1st follow-up - 18

Hi {first_name},

Appreciate the connection!

The idea I had is related to a demand/supply planning and scenario planning platform for {company_name}.

Would you be open to hearing how this could be useful for you?

-{your name}

Industry: Supply Chain & Logistics

Job Titles: Director of Supply Chain, VP of Supply Chain

1st follow-up - 19

Hi {first_name},

Appreciate the connection!

We all know LinkedIn is a great platform for connecting with other business-minded people (especially in B2B). This platform has an incredible organic reach and can help you engage with people ready to discuss new business.

I've put together a useful guide about how to get more clients both actively and passively on LinkedIn and thought you'd find some benefit from reading it.

Would you like me to send this to you?

-{your name}

Job Titles: VP of Marketing, VP of Sales

Industry: Information Technology, Computer Software, Internet

1st follow-up - 20

Hi {first_name},

Appreciate the connection!

I wanted to swing by and ask whether you guys at {company_name} are planning on using the #1 channel LinkedIn for B2B lead generation for 2021?

Industry: Supply Chain & Logistics

Job Titles: Director of Supply Chain, VP of Supply Chain

1st follow-up - 21

Hi {first_name},

Appreciate the connection!

I'm {your name}, Managing Director of {company name}, a marketing 2.0 agency. I imagine since it is the beginning of a new year, new strategies are being discussed for the marketing department at {company|your company} in 2021.

I wanted to share a few ideas I came up with for {company_name}.

Open to hearing them?

-{your name}

Job Titles: CMO, Marketing Manager

1st follow-up - 22

Hi {first_name},

Appreciate the connection!

These disruptive times, whether you're working remotely or not, have affected everyone and especially organizations.

I was wondering what team engagement activities has {company_name} undertaken if any, to increase morale and effectiveness?

Job Titles: CEO, COO, CHRO, Founder

Industry: Health, Wellness & Fitness, Consumer Goods, Human Resources, Entertainment, Financial Services

1st follow-up - 23

Hi {First-Name},

Great to connect!

I'm {your name}, Director of Business Development at {company name}. Our goal is to help organizations adapt to the challenges that come with a dispersed workforce by investing in relationships through play.

Are you looking for experiences that bring people within {company_name} together to connect, share, learn and have fun?

Job Titles: CEO, COO, CHRO, Founder

Industry: Health, Wellness & Fitness, Consumer Goods, Human Resources, Entertainment, Financial Services

1st follow-up - 24

Hi {first_name},

Great to connect and Happy New Year!

I'm {your name}, Founder of Design {company name}, a creative design agency. I imagine since it is the beginning of the new year, new strategies are being discussed for the marketing department at {company_name} in 2021.

I wanted to see if you would be interested in exploring a few ideas on how we could collaborate with each other?

Job Titles: Marketing Director, Creative Director, VP of Marketing, VP of Human Resources, CHRO, CEO, CMO

Industry: Apparel & Fashion, Health, Wellness & Fitness, Human Resources, Entertainment

1st follow-up - 25

Hi {first_name},

Appreciate the connection!

I'm {your name}, Founder of Design {company name}, a creative design agency. We act as an extension of your marketing team and support companies by offering guidance for their creative efforts.

Do you have any interesting ideas in mind right now that you need help implementing?

Job Titles: Marketing Director, Creative Director, VP of Marketing, VP of Human Resources, CHRO, CEO, CMO

Industry: Apparel & Fashion, Health, Wellness & Fitness, Human Resources, Entertainment

1st follow-up - 26

Hi {first_name},

Glad to connect.

I am the founder of {company name}, a web and mobile application development company. We are seeking to help healthcare companies that are overloaded with tasks at the moment with our in-house development teams. I thought this might be a great time to consider how we could help with the current global shift.

Best,
{your name}

Job Titles: CEO, Founder, Co-Founder, CTO

Industry: E-learning, Healthcare, Computer Software, Information technology

1st follow-up - 27

Hi {first_name},

Appreciate the connection!

I'm {your name}, Co-Founder of {company name}, a web development company. I'm reaching out to you as we're working with businesses in the e-learning industry. I truly believe we may be able to collaborate and achieve something together.

Would you be interested?

Job Titles: CEO, Founder, Co-Founder, CTO
Industry: E-learning

1st follow-up - 28

Hi {first_name},

Appreciate the connection! How are you?

I wanted to run by an idea approved by Gartner which I think {company_name} can map and support your whole sales team to win new prospects, retain and focus on key accounts on Salesforce.

Would you like to see how this looks?

Job Titles: Founder, CEO, CMO
Industry: Automotive, Pharmaceutical

1st follow-up - 29

Hi {first_name},

Appreciate the connection!

I'm {your name}, SVP at {company name}, a US-based full stack software development & IT engineering services company. We assist companies by lending our technical expertise whether it is for staff augmentation or project based (SOW) services for successful project deliverables.

Do you have any ongoing projects or new ideas for {company_name} that you need help with?

{your name}

Job Titles: Information Technology, Computer Software, Internet
Industry: CEO, Founder, Co-Founder

1st follow-up - 30

Hi {first_name},

Great to connect!

I suppose new objectives and milestones are being discussed {company_name} for the year 2023, hence why I wanted to reach out.

Quick question, are you guys looking for assistance in any software development or IT engineering efforts?

Job Titles: Information Technology, Computer Software, Internet
Industry: VP of Engineering, CIO, CTO, Director of Engineering

1st follow-up - 31

Hi {first_name},

Appreciate the connection!

I'm {your name}, Co-founder at {company name}, a reputation management software company. Since it's the beginning of a new year, a lot of companies adopt new strategies that help detect customer satisfaction and overall brand experience.

What type of NPS program do you guys at {company_name} use to help measure customer loyalty?

Job Titles: Real Estate

Industry: CMO, VP of Marketing, Broker/Owner

1st follow-up - 32

Hi {first_name},

Great to connect!

I suppose new objectives and milestones are being discussed at {company_name} for the year 2023, hence why I wanted to reach out. We've developed a platform that gathers NPS feedback from customers and employees by helping companies pinpoint the areas of business that need more attention with data-based decisions.

Open to learning more on how this can be beneficial for {company_name}?

Job Titles: Franchise Businesses

Industry: CMO, VP of Marketing, CEO, COO

1st follow-up - 33

Great connecting {First-Name}

I've been having a lot of candid talks with marketing leaders and operators about team structures and revisiting their agency relationships.

I'm curious, do you see your team doing a big overhaul on the types of agencies that {{company}} will work with going forward?

Job Titles: CEO, CMO, Head of Growth

Industry: SaaS, Internet, Financial Services

1st follow-up - 34

Great connecting {First-Name}

I've been trading notes and exchanging ideas with friends and operators on what's working and not in this new norm. I'm sure your team is thinking about the same.

Nice to be following along on here.

Job Titles: CEO, CMO, Head of Growth

Industry: SaaS, Internet, Financial Services

1st follow-up - 35

Hi {first_name},

Appreciate the connection.

I'm {your name}, Executive Director of {company name}, a web development and IT services company for the legal space based here in the US.

Is {company_name} looking to grow their digital presence to match their future goals?



Our greatest weakness lies in giving up. The most certain way to succeed is always to try just one more time.

- THOMAS EDISON

CHAPTER 3

2nd Follow-up Message

2nd follow-up - 1

Hey {First-Name},

Not sure you had a chance to review my above message but I wanted to lay out a little bit more about [your company](#). We've enabled a battle-tested, capital-efficient growth methodology with a fully capable and technical in-house marketing team, initiating growth strategies not only for KPI optimization purposes. This has been a key instrument to successful project deliverables.

{First-Name}, would you be open to discussing more?

Job Titles: CEO, Founder, Co-Founder
Industry: VC & Private Equity

2nd follow-up - 2

Hi {First-Name},

Not sure you had the chance to review my above message but I wanted to lay out a little bit more about [your company](#). We've enabled a battle-tested, capital-efficient growth methodology with a fully capable and technical in-house marketing team, initiating growth strategies not only for KPI optimization purposes. This has been a key instrument to successful project deliverables.

{First-Name}, would you be open to discussing further?

Job Titles: EO, CMO, Head of Growth
Industry: SaaS, Internet, Financial Services

2nd follow-up - 3

Hi {first-name},

Not sure you had a chance to review my above message but I wanted to lay out why hundreds of other users in the retail space have learnt who their repeat customers are, and how to engage them to improve loyalty and significantly increase repeat business.

We are built for small and growing businesses and enable a platform that can market your store like the big chains with affordable, easy to use and effective technology automation.

Would you be open to a demo call?

Job Titles: CEO, Founder, Co-Founder
Industry: Retail & E-Commerce

2nd follow-up - 4

Hi {first_name},

The most common problem with law firms is the lack of initiative to create a good image and presence in the digital world. Has it been difficult for {company_name} to expand its reach? This has been the case with Snow Legal, one of our clients. However, with our help, now they are able to serve different clients from previously unexplored niche markets.

Would you be open to learning more about how they did it, by scheduling a quick call this week?

Let me know your thoughts.

Job Titles: Independent Lawyer
Industry: Law Practice

2nd follow-up - 5

Hi {First-Name},

Not sure you had a chance to read my above message but I wanted to lay out a little bit more. Since the biggest problem right now is the disruption of cash flow (even more than market volatility), helping clients understand their cash flow is the greatest thing an advisor can do for them. Not only will this help the client for now but it will also help the advisor with retention in the long-term.

Would you be open to jump on a quick 15 min call?

Job Titles: FMO's, Keyword search: Advisors "Cash Flow" in their LinkedIn profile
Industry: Financial Services

2nd follow-up - 6

Hi {first_name},

I wanted to share a challenge for a lot of artists and companies in the cultural event industry, is the lack of initiative to make themselves accessible to the public, especially online.

{company name} is a digital platform dedicated to cultural events with more than 185.000 events present to attract new audiences and people not wanting to search for things to do. We've come up with Spot&Go intelligent signs.

The approach of these signs is completely contact-less, and people are able to access different services and cultural events with a simple scan from their smartphone.

I would love to showcase {company name} and {company name} over a quick call and how this can work best to your advantage with our approach.

Job Titles: Artists, Performing Artists, Director of Museum
Industry: Museums, Galleries, Events

2nd follow-up - 7

Hey {First-Name},

Not sure if you had a chance to review my above message but I wanted to outline a little bit more about {company name}. Our software allows you to place accurate requisitions while being able to access live inventory and order updates. This has been a key instrument for successful project deliverables.

Here's our website: {your website}

Do you have some time in the next few days for a quick call to show you how?

Job Titles: Owner, Founder, CEO, Electrical Contractor

Industry: Electrical Contracting, Electrical/Electronics Manufacturing

2nd follow-up - 8

Hey {First-Name},

Hi {first_name},

Quick question, are you guys in the process of building or expanding your current product innovations at {Company_name}?

If you're wondering who we are, here's a list of the products we've developed:

{your website}

Job Titles: Consumer Electronics, IT and Services, Construction

Industry: Project Manager, Senior Project Manager, Head of Engineering, Product Manager

2nd follow-up - 9

Hi {first_name},

I understand that your inbox gets piled up so just wanted to follow up in case you've missed my above message. We help companies and their hiring process with the following services:

1. Contingency recruiting - by identifying potential hires through targeted outreach or
2. Talent process management - by managing your recruitment process completely

Open to learning more about our services and how we can best leverage them for {company_name}?

Job Titles: Director of Operations, COO, Director of People Operations, Head of People, Head of Talent

Industry: Industrial Automation, Internet, Transportation/Trucking/Railroad

2nd follow-up - 10

Hi {first_name},

I'm {your name}, founder of Broadwing, a recruiting agency. We want to help companies in a very competitive market reach out to their most qualified candidates while making the hiring process easier for all parties involved.

Open to learning more?

Job Titles: Engineering Manager, Engineering Team Lead, Hiring Manager

Industry: Industrial Automation, Internet, Transportation/Trucking/Railroad

2nd follow-up - 11

Hi {first-name},

Not sure you had a chance to review my above message but I wanted to lay out a little bit more about {company name}. Our data analysis system gives you the ability to source 29K+ investors that match your criteria from sector to corporate values and interests.

We handle profiling companies, offerings and /or services to the 29,300 subscribers, made up of HNW, professional and sophisticated investors, family offices, VC and Private equity groups across Australia, Singapore, and London with \$187m raised in the last 4 years alone (and \$41m since January this year, with the majority of that closing in during COVID-19)

{first-name}, would you be open to explore further?

Job Titles: CEO, Founder, Co-Founder, Managing Director
Industry: ASX Companies

2nd follow-up - 12

Hi {first_name},

Is Microsoft Dynamics Business Central the ERP Solution you've been considering?
{company name} has over 300 successful deployments with the Fortune 1000, let us provide an assessment to see what taking your company to the next level looks like in real time?
Would you be open to a quick call to see if there is a fit for {company_name}?

Job Titles: IT Director, CIO, CISO
Industry: Computer Software, Electrical/Electronics Manufacturing, Law Firms

2nd follow-up - 13

Hi {first_name},

Here are a few case studies that have hit home, repeatedly.

\$0 - \$1M in 12 months [{link 1}](#)

\$200K - \$3.5M in 11 months [{link 2}](#)

\$60K - \$300K in 3 months [{link 3}](#)

Want to see if we can address any of [{company_name}](#)'s inefficiencies?

Here's my calendar link: [{your calendar booking link}](#)

Job Titles: Owner, Founder, Co-Founder, CEO

Industry: FinTech, Biotechnology, Information technology, E-Commerce, Real Estate, SaaS

2nd follow-up - 14

Hi {first-name},

Not sure you had a chance to review my above message but I wanted to lay out a little bit more about {company name}. Our data analysis system gives you the ability to source 29K+ investors that match your criteria from sector to corporate values and interests.

We handle profiling companies, offerings and /or services to the 29,300 subscribers, made up of HNW, professional and sophisticated investors, family offices, VC and Private equity groups across Australia, Singapore, and London with \$187m raised in the last 4 years alone (and \$48m since January this year, with the majority of that closing in during COVID-19)

{first-name}, would you be open to explore further?

Here's a snip of our end to end fundraising platform - [{link to website}](#)

Job Titles: CEO, Founder, Co-Founder, Managing Director

Industry: Biotechnology, Pharmaceuticals, Renewable Energy, FinTech, Financial Services

2nd follow-up - 15

Hi {first_name},

Not sure you got a chance to see my message above but was hoping to connect over a call to share how much more important it has become for a cyber security strategy during remote and Covid times and the great financial loss that can cripple companies' brand and reputation to your end-clients if not done right.

Would you be open to jump on a free consultation and see how we can incorporate a better strategy in cyber security for 2022/2023 for {company_name}?

Job Titles: IT Director, CIO, CISO, IT Security Director

Industry: Healthcare, Manufacturing, Insurance

2nd follow-up - 16

Hi {first_name},

Finance teams continue to be myraid with spreadsheets and data gathering, instead of spending time in helping drive business outcomes.

Here's what we can do for you to help your business teams get a real-time view of Revenue Forecasts: [{link 1}](#)

Do you have 15 mins to spare to discuss ideas about modernizing the [{company name}](#) at [{company_name}](#) for 2021?

Job Titles: Financial Services
Industry: CFO, Head of FP&A

2nd follow-up - 17

{first_name}, just wanted to lay out a little bit more about our planning platform. [{company name}](#) results in a 324% ROI over a 3 year period according to a recent research report by [{copmany name}](#).

You can find this report below:

[{link to report}](#)

{first_name}, would you be open to see how you could achieve such results?

Job Titles: CFO, Head of FP&A, VP of Finance

2nd follow-up - 18

Hi {first_name},

Just wanted to lay out a little bit more about our supply chain planning platform. {company name} results in a 324% ROI over a 3 year period according to a recent research report by {company name}. To calculate the total economic impact and ROI, customers across different industries were interviewed. Gartner also recognizes {company name} as a leader in SCM!

You can find this report below:

{link to report}

{first_name}, would you be open to a quick call see how you could achieve such results?

Job Titles: VP of Supply Chain, Director of Supply Chain

Industry: Supply Chain & Logistics

2nd follow-up - 19

{first_name},

Just a quick note, we've created a LinkedIn tactic that can save you and your team, hours of work to reach thousands of new prospects per month, whilst safeguarding your brand on LinkedIn with top-notch content.

Would you be open to hear how this idea works?

Job Titles: VP of Marketing, VP of Sales

Industry: Information Technology, Computer Software, Internet

2nd follow-up - 20

Hey {first_name},

I assume you may have missed my message, so thought to share a high-converting guide that you may find useful, to bring in new leads for {company_name} in 2021.

3 Steps to Generate More Leads From LinkedIn + [{link to guide}](#)

Let me know what you think?

Job Titles: VP of Marketing, VP of Sales
Industry: Information Technology, Computer Software, Internet

2nd follow-up - 21

Hi {first_name},

I believe there are a lot of great ideas circulating around {your company}. Are you also looking to include video promotions as part of your marketing plan for 2021?

Here's a short video of a fellow London company we've put together: [{link to video}](#)

I would appreciate your feedback on this!

Job Titles: CMO, Marketing Manager

2nd follow-up - 22

Hi {first_name},

I understand that the beginning of a new year is a challenge for a lot of companies, but the good thing is that the stress that comes with new possibilities and challenges can be shared within a team engaging environment.

Which is why we've come up with virtual programs aiming to engage collaborative, cognitive and creative teams to create a strong team building environment.

{first_name}, would you be open to discuss this over a quick call?

Job Titles: CEO, COO, CHRO, Founder

Industry: Health, Wellness & Fitness, Consumer Goods, Human Resources, Entertainment, Financial Services

2nd follow-up - 23

Hi {first_name},

Here's some food for thought. If you could put your team together through a team building event which would help you identify gaps and understand how they communicate in order to get tasks done effectively, wouldn't you want this at {company_name}?

Our virtual games help engage and entertain teams in a real-world stimulated stress environment where colleagues bring into test their teamwork and values to achieve a common goal.

Open to learning more?

Job Titles: CEO, COO, CHRO, Founder

Industry: Health, Wellness & Fitness, Consumer Goods, Human Resources, Entertainment, Financial Services

2nd follow-up - 24

Hi {first_name},

I believe there are a lot of great ideas circulating around {company_name}, but is there an in-house creative team to help execute those ideas?

We support companies by acting as an extension of your marketing team and helping to guide your creative efforts, whether that is through website design and development, logo design, packaging design, corporate branding, and any other creative needs {company_name} may have.

{first_name}, would you want to explore our solutions over a call?

Job Titles: Marketing Director, Creative Director, VP of Marketing

Industry: Apparel & Fashion, Health, Wellness & Fitness, Human Resources, Entertainment

2nd follow-up - 25

Hi {first_name},

A lot of marketing teams struggle with inconsistency as well as a clear communication of brand identity. Whether it is website, logo, package design, or other creative needs you may have, we want to ensure a clear process that helps drive traffic to your brand.

{first_name}, would you be open to discuss further how we could help {company_name}?

Job Titles: VP of Human Resources, CHRO, CEO, CMO

Industry: Apparel & Fashion, Health, Wellness & Fitness, Human Resources, Entertainment

2nd follow-up - 26

Hey {first_name},

Not sure you had the chance to review my above message but I wanted to lay out a little more about {company name}. Our company can help build and manage great and efficient development teams with a high level of expertise. This has been a key instrument to successful project deliverables.

Would you be open to jumping on a quick 15 min call?

Job Titles: CEO, Founder, Co-Founder, CTO

Industry: E-learning, Healthcare, Computer Software, Information technology

2nd follow-up - 27

Hi {first_name},

Everybody is focused on remote solutions at the moment, especially in the online education field. If you're confident it isn't right for you let me know please. If you're wondering whom we are, I would be happy to share with you a list of products we've developed:

{your link}

Would love to hear your thoughts or if you may want to discuss further over a quick call.

Job Titles: CEO, Founder, Co-Founder, CTO

Industry: E-learning

2nd follow-up - 28

Hi {first_name},

{company name} is focused on making account plans a living document by giving intelligence to Account Reps in helping them with their day to day job of identifying who to sell, what to sell and how to sell.

Here's our solution: [{your website}](#)

Open to learning more?

Job Titles: CEO, Founder, CMO
Industry: Automotive, Pharmaceutical

2nd follow-up - 29

Hi {first_name},

I understand that your time is valuable and you're super busy so just wanted to follow up in case you missed my previous message. A lot of companies struggle with missed project deadlines due to misaligned expectations, a lack of clear communication or resource availability or tech skills gap.

We want to make technology simple for [{company_name}](#) by unlocking its value through digital transformation!

Open to learning more

Job Titles: Information Technology, Computer Software, Internet
Industry: CEO, Founder, Co-Founder

2nd follow-up - 30

{first_name},

Just a quick note, we're a team of US based senior level developers and engineers, ready to assist companies that are experiencing challenges with their technology initiatives while having the most competitive pricing in the market.

Perhaps I can share more with you over a quick call?

Job Titles: Information Technology, Computer Software, Internet
Industry: VP of Engineering, CIO, CTO, Director of Engineering

2nd follow-up - 31

Hi {first_name},

I wanted to follow up in case you haven't seen my previous message. Here's a fun fact that a lot of companies don't know. According to Moz, Google ranks businesses higher on local searches based on responses made to a company's reviews. Only 3% of businesses respond to half of their reviews.

Webpunch helps companies stand out by responding to all of their reviews therefore, increasing their SEO ranking!

Open to learning more?

Job Titles: Real Estate, Franchise Businesses
Industry: CMO, VP of Marketing, Broker/Owner

2nd follow-up - 32

Hey {first_name},

As you may know, the current pandemic has affected outbound lead generation like email, where open & reply rates have dropped and cold calling, where nobody is in the office. Whilst LinkedIn has seen a 55% increase in user activity, meaning more of your target decision makers are using this platform.

Based on this data, we've built a proven digital process that can help you generate more leads straight from your LinkedIn inbox. You can learn more here: {your link}

Would you be open for a free consultation call?

Job Titles: VP of Marketing, VP of Sales

Industry: Information Technology, Computer Software, Internet



You're not obligated to win. You're obligated to keep trying to do the best you can every day.

- MARIAN WRIGHT EDELMAN

CHAPTER 4

3rd Follow-up Message

3rd follow-up - 1

Hi {First-Name},

I understand that being a {Managing partner/Managing director} at this time of the year is very hectic. It's been some time since we've been connected and wanted to prove how I could help {Company-Name} and your team in such challenging and competitive times.

Are you available in the next few days for a quick call?

Here's our website: {website link}

Job Titles: CEO, Founder, Co-Founder
Industry: VC & Private Equity

3rd follow-up - 2

{First-Name}, it's been some time since we have been connected and wanted to prove how I could help {Company-Name} and your team in such challenging and competitive times.

Are you available in the next few days for a quick call?

Here's our website: {your website}

Job Titles: CEO, CMO, Head of Growth
Industry: SaaS, Internet, Financial Services

3rd follow-up - 3

{first_name}, it's been some time since we have been connected and wanted to prove how I could help {company_name} in such challenging and competitive times using automation for your store.

Are you available in the next few days for a quick call?

P.s. here's our website [{your website}](#)

Job Titles: CEO, Founder, Co-Founder

Industry: Retail & E-Commerce

3rd follow-up - 4

Hi {first_name},

Hope you are having a great week!

Just wanted to circle back and see if this is a better time to pursue a discussion and see how we could mutually benefit.

Here's my calendar: [{Link to calendar}](#)

Job Titles: Independent Lawyer

Industry: Law Practice

3rd follow-up - 5

Hey {First-Name},

I understand being a {Job-Title} at this time of the year is very hectic. I just wanted to share something you might find interesting.

One of our advisory users just got this great feedback from one of their clients:

"{your client testimonial}"

Let me know if you want to discuss this further.

Job Titles: FMO's, Keyword search: Advisors "Cash Flow" in their LinkedIn profile
Industry: Financial Services

3rd follow-up - 6

Hi {first_name},

I understand that you might be very busy at the moment. Just thought to reach out and share our website for your review: [{your website}](#)

Let me know if you've got some free time this week to pursue a discussion.

Job Titles: Artists, Performing Artists, Director of Museum
Industry: Museums, Galleries, Events

3rd follow-up - 7

{First-Name}, it's been some time since we've been connected and wanted to prove how I could help {Company-Name} and your team in such challenging and competitive times.

Here's a 30 seconds video that explains our software: [{Link to video}](#)

Job Titles: Owner, Founder, CEO, Electrical Contractor
Industry: Electrical Contracting, Electrical/Electronics Manufacturing

3rd follow-up - 8

I understand that you might be very busy at the moment. Just circling back to see if there is any collaboration opportunity.

With our help, they have been able to execute better project deliverables with minimal error aspects of manufacturing, you can check our reviews here: [{review link}](#)

Let me know if you have some free time this week to jump on a quick call.

Job Titles: Consumer Electronics, IT and Services, Construction
Industry: Project Manager, Senior Project Manager, Head of Engineering

3rd follow-up - 9

Hi {first_name},

Perhaps the timing isn't right for us to have a further discussion.

When would it be a good time to reconnect and jump on a quick call?

Job Titles: Director of Operations, COO, Director of People Operations, Head of People,
Head of Talent

Industry: Industrial Automation, Internet, Transportation/Trucking/Railroad

3rd follow-up - 10

Hi {first_name},

I understand that you might be very busy at the moment but just wanted to follow up once more. Here's our website in case you were wondering who we are:

[{your website}](#)

Perhaps I can share more over a quick call?

Job Titles: Engineering Manager, Engineering Team Lead, Hiring Manager

Industry: Industrial Automation, Internet, Transportation/Trucking/Railroad

3rd follow-up - 11

Hi {first-name},

It's been some time since we've been connected and wanted to prove how I could help {company-name} in such challenging and competitive times.

Are you available in the next few days for a call?

Here's our website: {your website}

Job Titles: CEO, Founder, Co-Founder, Managing Director

Industry: Biotechnology, Pharmaceuticals, Renewable Energy, FinTech, Financial Service

3rd follow-up - 12

Hi {first_name},

Hope you're having a great week!

I understand that you might be very busy at the moment.

Just circling back to leave our website for your review: {review link}

Here's my availability: {booking link}

Feel free to schedule a quick call if something changes in the meantime.

Job Titles: IT Director, CIO, CISO

Industry: Computer Software, Electrical/Electronics Manufacturing, Law Firms

3rd follow-up - 13

{first_name}, do you know the challenges you face?

If you deal with prolonged sales cycles, burning money, or possibly the business is not profitable and with no stable lead channel, maybe you have investors passing on the opportunity. This is for you and we eliminate these challenges with a systematic approach that takes a holistic approach to profitable growth.

Here's that process: [{sales process link}](#)

Let's jump on a call. I can walk you through the process flow map, are you available next week?

Here's my calendar link:

Job Titles: Owner, Founder, Co-Founder, CEO

Industry: FinTech, Biotechnology, Information technology, E-Commerce, Real Estate, SaaS

3rd follow-up - 14

Hi {first_name},

Hope you're having a great week!

I understand that you might be very busy at the moment.
Just circling back to leave our website: {your website}

Here's my availability in case you change your mind in the meantime:

Best,

Job Titles: IT Director, CIO, CISO, IT Security Director
Industry: Healthcare, Manufacturing, Insurance

3rd follow-up - 15

Hi {first_name},

I understand that you might be busy at the moment and do not have the resources needed to pursue a discussion. However, I wanted to circle back once more to let you know that our modern {feature} will help you focus on giving your business leaders insights at the speed of thought.

If you are wondering who we are, here's our website:

Job Titles: Automotive, Pharmaceuticals, Financial Services
Industry: CFO, Head of FP&A, VP of Finance

3rd follow-up - 16

Hi {first_name},

I understand that you might be very busy at the moment, which is why I will be closing your file after this message. Just wanted to include some of our FP&A models that I think would be a great fit for {company_name}:

{link}

Would love to hear your feedback on this :)

Job Titles: Financial Services

Industry: CFO, Head of FP&A, VP of Finance

3rd follow-up - 17

Hi {first_name},

I understand that you might be very busy at the moment, which is why I will be closing your file after this message. Just wanted to include some of our Supply Chain related models that I think would be a great fit for {company_name}:

{Link}

Would love to hear your feedback on this :)

Job Titles: VP of Supply Chain, Director of Supply Chain

Industry: Supply Chain & Logistics

3rd follow-up - 18

Hi {first_name}, whether we end up working together or not, I hope you're prospering.

I figured worst-case scenario, we're not a fit, but you potentially walk away from our call with a valuable nugget or two to scale your business.

Best case scenario, we help you transcend from a busy professional to scaling your business to the next level profitably while being able to live your life more freely.

What day works best for you this week?

Job Titles: VP of Marketing, VP of Sales

Industry: Information Technology, Computer Software, Internet

3rd follow-up - 19

Hi {first_name},

I don't know if you managed to see the last few messages I sent, I know your inbox can get piled up so thought to check in again.

If you have any questions marketing related, always happy to help! :)

Job Titles: CMO, Marketing Manager

3rd follow-up - 20

Hi {first_name},

I assume it's a busy start to the year but I wanted drop by to show you how {Your company} works and why so many HR professionals implemented it:

{link}

Check it out and let me know what you think! :)

Job Titles: CEO, COO, CHRO, Founder

Industry: Health, Wellness & Fitness, Consumer Goods, Human Resources, Entertainment, Financial Services

3rd follow-up - 21

Hi {first_name},

Just wanted to circle back in case you've missed my previous messages. Here's how one of our virtual games looks like:

{link}

Engagement rates are great - perhaps I can share more in a call?:)

Job Titles: CEO, COO, CHRO, Founder

Industry: Health, Wellness & Fitness, Consumer Goods, Human Resources, Entertainment, Financial Services

3rd follow-up - 22

Hi {first_name},

I understand that you might be very busy at the moment but I just wanted to quickly follow up once again. You can find some of our relevant work below:

{link}

Interested to know your thoughts. :)

Job Titles: Marketing Director, Creative Director, VP of Marketing, VP of Human Resources, CHRO, CEO, CMO
Industry: Apparel & Fashion, Health, Wellness & Fitness, Human Resources, Entertainment

3rd follow-up - 23

Hi {First-Name},

I understand being a {job title} at this time of the year is very hectic. It's been some time since we've been connected and wanted to prove how I could help {Company-Name} and your team in such challenging and competitive times.

Are you available in the next few days for a quick call?

Here's our website: {link}

Job Titles: CEO, Founder, Co-Founder, CTO
Industry: E-learning, Healthcare, Computer Software, Information technology

3rd follow-up - 24

Hi {first_name},

Hope you are doing well! I understand how hectic things can get with work and family.

I would like to share with you my availability in case you need my help or advice [{booking link}](#)

Best,

Job Titles: CEO, Founder, Co-Founder, CTO

Industry: E-learning

3rd follow-up - 25

{first_name}, being featured by Gartner as one of the two vendors with a solution native to Salesforce CRM is a testament to our market leading tool on Account Planning & Relationship Intelligence.

We can connect over a quick 15 min call and discuss how this would look like for [{company_name}](#) in 2021?

Job Titles: CEO, CMO, Founder

Industry: Automotive, Pharmaceutical, Information Technology

3rd follow-up - 26

Hi {first_name},

Our goal is to deliver exceptional client experience all while working with 100% US based senior level resources. Here's some of our work:

{link}

Perhaps I can share more over a quick call?

Job Titles: Information Technology, Computer Software, Internet
Industry: CEO, Founder, Co-Founder

3rd follow-up - 27

Hi {first_name},

Thanks again for your connection! Hope your week is going well. Business at {company name} has been moving fast. How are things going over at {company_name}?

I'd love to hear about your processes when it comes to measuring customer and employee loyalty. Let's talk soon :)

Job Titles: Real Estate
Industry: Broker/Owner

3rd follow-up - 28

{first_name}, I hope you found some value in the guide I sent you! And, I'm curious, do you have a way to measure your feedback loop? {company name} has a way to "Close the Loop" which is a unique service for the reputation management world.

Would you be open to exploring this idea?

Job Titles: Franchise Businesses

Industry: CMO, VP of Marketing, CEO, Founder



I got lucky because I never gave up the search. Are you quitting too soon? Or are you willing to pursue luck with a vengeance?

- JILL KONRATH

CHAPTER 5

4th Follow-up Message

4th follow-up - 1

Hi {first_name},

Hope you're having a great week!

Maybe the timing isn't right for us to speak, so please feel free to reach out in case your mind changes. Perhaps there are other people at {company|your company} decision-making position that you could introduce me to?

Would greatly appreciate it.

Best,

Job Titles: Franchise Businesses, Real Estate
Industry: CMO, VP of Marketing, CEO, Founder, Broker/Owner

4th follow-up - 2

Hi {first_name},

Hope you're having a great week!

Maybe the timing isn't right for us to speak, so please feel free to reach out in case we can be of any assistance. Perhaps there are other people at {company_name} making decisions on technology initiatives that you could introduce me to?

Would greatly appreciate it.

Best,

Job Titles: Information Technology, Computer Software, Internet
Industry: CEO, Founder, Co-Founder

4th follow-up - 3

Hi {first_name},

Hope you're having a great week!

I know the first months of a new year can be quite hectic.

Here's my availability in case you want to jump on a quick call. [{booking link}](#)

Job Titles: CEO, Founder, CMO
Industry: Automotive, Pharmaceutical

4th follow-up - 4

Hi {first_name},

Hope you're having a great week!

I know the first months of a new year can be quite hectic so please feel free to reach out in the meantime if the sudden need for creative support in 2021 arises.

Job Titles: Marketing Director, Creative Director, VP of Marketing, VP of Human Resources, CHRO, CEO, CMO
Industry: Apparel & Fashion, Health, Wellness & Fitness, Human Resources, Entertainment

4th follow-up - 5

Hi {first_name},

Hope you're having a great week!

I understand that you might be very busy at the moment which is why I will be closing your file after this.

Feel free to reach out in case you would be open to explore our interactive team builder programs for your staff.

Always happy to jump on a quick call.

Job Titles: CEO, COO, CHRO, Founder

Industry: Health, Wellness & Fitness, Consumer Goods, Human Resources, Entertainment, Financial Services

4th follow-up - 6

Hi {first_name},

Hope you're having a great week!

I understand that you might be very busy at the moment which is why I will be closing your file after this message.

Feel free to reach out in case you change your mind or are ready to get more business.

Always happy to jump on a quick call.

Job Titles: VP of Marketing, VP of Sales

Industry: Information Technology, Computer Software, Internet

4th follow-up - 7

Hi {first_name},

I'll stop bothering you after this, if you want to reach out in the future, please drop me a note at {your_email}

Regards

Job Titles: CEO, Founder, CMO
Industry: Automotive, Pharmaceutical

4th follow-up - 8

Hi {first-name},

I understand that being a {job-title} at this time of the year is very hectic. I wanted to share something you might find interesting.

We have had a busy 6 months. Incredibly, we will have 6 of our current and former clients who will experience Exits during COVID, and another 2 preparing to go down the IPO path shortly. From 5X to over 20X returns achieved in the process!

Here's some of the client raises our clients have completed: {link}

Best,

Job Titles: CEO, Founder, Co-Founder, Managing Director
Industry: Biotechnology, Pharmaceuticals, Renewable Energy, FinTech, Financial Services

4th follow-up - 9

Hi {first_name},

Hope you're having a great week!

Here's our website: {link}

I have attached below one of our account executives availability in case you change your mind in the meantime.

{Calendar link}

Job Titles: Consumer Electronics, IT and Services, Construction

Industry: Project Manager, Senior Project Manager, Head of Engineering, Product Manager

4th follow-up - 10

Hi {First-Name},

I understand that being a {Job-title} at this time of the year is very hectic. I wanted to share something you might find interesting.

This is a case study on how one of our clients saves on-field costs by streamlining office operations with {company name}: {link}

Best,

{your name}

Job Titles: Owner, Founder, CEO, Electrical Contractor

Industry: Electrical Contracting, Electrical/Electronics Manufacturing

4th follow-up - 11

Hi {first_name},

I understand that you might be very busy at the moment. Just thought to reach out and share our website for your review: [{review link}](#)

Let me know if you've got some free time this week to pursue a discussion.

Job Titles: Artists, Performing Artists, Director of Museum

Industry: Museums, Galleries, Events

4th follow-up - 12

Hi {first_name}

I know how things could be busy on your end and this is just a friendly reminder on how you could automate much of your marketing efforts and understand your customer data in a few clicks.

I wanted to leave this video to view at your own time.

Look forward to hearing from you

Job Titles: CEO, Founder, Co-Founder

Industry: Retail & E-Commerce

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