



STANDING OUT IN THE INBOX

Many times ***an email that stands out in the inbox*** can open the door to turn the prospect into a client. Below are some of the actual email templates we use at Connect 5000. As you review them, keep in mind that by now you should know your target audience, your value proposition, and you've done your research on potential prospects.

Examples:

EMAIL SAMPLE 1

Subject Line: Introduction

[PROSPECT FIRST NAME],

Hi! I noticed we're 2nd degree LinkedIn connections via [COMMON LINKEDIN CONNECTION] and wanted to take the time to reach out to you on behalf of my company, Connect 5000. At Connect 5000, we help software, technology, and consulting companies boost sales revenue with effective lead generation campaigns, sales prospecting strategies, and inside sales management.

More specifically, we shorten sales cycles by generating introductory sales meetings with key decision-makers on your behalf. If hiring an outside firm is cost-prohibitive, we train sales teams on how to prospect and engage effectively to get inside targeted companies.

Simply put, we offer client solutions that lead to results. Those results include:

- Scheduling 110 meetings resulting in \$6.1M in new revenue in 13 months for a \$30M consulting firm in Atlanta, Georgia.
- Initiating a sales call that resulted in a \$27M new contract 7 months later for a \$1.B business processing outsourcer.
- Generating over 120 introductory meetings in 6 months for a construction software firm that was acquired by Autodesk.

These numbers serve to prove that we open doors to new opportunities for growth and profitability.

"In today's highly competitive environment, Ray Ruecker is an invaluable resource. Ray removes obstacles; he engages, connects, and communicates a value proposition with laser-like precision. His combination of charm and grit are expressed through his eloquence. Key decision-makers stand up and take notice when Ray calls. I would definitely recommend Ray to any organization that is grappling with how to optimize its resources to break into key accounts. He not only opens the door... he gets you a place at the table." – Keith Sciulli, Scintel Technologies

Even if this isn't a priority today, I promise you'll gain insight from our time together that will put you in a more favorable position when it does become a priority.

How does your calendar look over the next few weeks?

[YOUR NAME]

[EMAIL SIGNATURE LINE]

EMAIL SAMPLE 2

Subject Line: Should we talk?

[PROSPECT FIRST NAME],

Life is busy so I'll make this brief.

Are you aware that about 50% of sales reps don't prospect according to Rain Today? And did you also know that Insidesales.com found it takes between 6 to 8 attempts to reach a decision-maker and that most sales reps only make 1.7 call attempts before giving up? At Connect 5000, we overcome these hurdles by generating introductory sales meetings with key decision-makers for technology and consulting companies while building a proven record of boosting sales.

- We scheduled over 110 meetings resulting in \$6.1M in new revenue in 13 months for a \$30M consulting firm in Atlanta.
- We initiated a sales call that resulted in a \$27M new contract 7 months later for a \$1.B business processing outsourcer.
- We generated over 120 meetings for project executives of the top 300 nationwide construction firms over 6 months. Why did we stop? Autodesk acquired them and the agreement ended.

In short, we've worked with many companies like yours to increase pipelines, shorten sales cycles, and multiply revenue. Let us help your sales team do the same.

"When I was the Chief Marketing Officer at Xangati and Talari, I used Connect 5000 and Ray Ruecker's team to do lead generation and was pleased. After Virtual Instruments acquired us, I moved to Talari in the same role. I reached out to Connect 5000 and have been partnering with his team again since November 2017 for business development and lead generation efforts and highly recommend his services." – Atchison Frazer, Chief Marketing Officer, and 3X client.

You'll receive value and ideas from our meeting, even if there isn't a next step for me.

With that in mind, are you available to chat in the next few weeks?

[YOUR NAME]

[EMAIL SIGNATURE LINE]

PS: If hiring an outside firm is cost-prohibitive, we also train sales teams on how to prospect and engage effectively to get inside targeted companies.

EMAIL SAMPLE 3

Subject Line: 3 Quick Questions

[PROSPECT FIRST NAME],

Is your marketing department flooding your sales team with inbound leads? Is your sales team overwhelmed with referrals and introductions from their networking efforts? If not, have you considered hiring an outside outbound lead generation firm this year?

[YOUR NAME]

[EMAIL SIGNATURE LINE]

EMAIL SAMPLE 4

Subject Line: Noticed Your LinkedIn Profile

[PROSPECT FIRST NAME],

I recently viewed your LinkedIn profile with interest and thought it might make sense to chat. All I need is 5 minutes to pose two quick questions to you regarding your outbound sales team. How does your schedule look in the next week or two?

Thanks,

[YOUR NAME]

[EMAIL SIGNATURE]

EMAIL SAMPLE 5

Subject line: Feedback

[PROSPECT FIRST NAME],

I've reached out a few times to discuss Connect 5000's lead generation and training services and how companies like [COMPANY X], [COMPANY Y], and [COMPANY Z] partner with us to shorten sales cycles and multiply revenue more effectively than ever before.

As I understand it's not always convenient to reply to a sales call, I wanted to make a response as painless as possible. Please reply to this email with a single-digit if applicable:

1. I'm interested, let's find 15 minutes to connect in the next few days.
2. I'm interested but this isn't a top priority, check back in 2-3 months.
3. Not sure what you're talking about. Please send information.
4. I'm not the right person. You should contact _____
5. I'm not interested, please take me off your list.


Thanks for making the effort to respond!

[YOUR NAME]

[EMAIL SIGNATURE]

Sample Email 5 is my final outreach attempt before remarketing after an appropriate amount of time has passed. And believe it or not, a good number of executives respond they aren't interested, point me in another direction, or start the discovery process with me.

When creating an email campaign, keep your message clear and concise. Establish your reason for reaching out quickly and use a mutual connection if you have one. This strategy is key to keeping the attention of overwhelmed prospects.

 **For more samples and examples, download a free copy of our step-by-step guide to shorten sales cycles and multiply revenue *How to Score from First Base! (In Sales)* at www.connect5000.com/book.**