

PERSONALIZED EMAIL GUIDELINES

GENERAL BEST PRACTICES

- Personalise: include their company name or first name in the subject line.
- Include something that grabs their attention - like a piece of content they authored, or a recent **sales trigger**.
- Don't write long paragraphs.
- Include white space between paragraphs, so the prospect can scan the email easier.
- Use an interest-focused CTA, rather than a time-focused CTA, as **Gong** advise based on research from millions of emails.

HERE ARE SOME EXAMPLES:



CONTENT GIVEAWAY: EXAMPLE EMAIL

Ambition: Offer a piece of content relevant to a trigger or challenge they may have.

Subject: Tim leaving Tessian

Tim, I noticed that you recently moved on from Tessian after 5 years and being employee 4. Must have been a hard decision after so long.

I also see that you are hiring SDRs for your new role at AzTech.

Having been involved in the hiring of over 200 SDRs and making a few mistakes along the way, we wrote a guide on top behavioural traits to look for in SDRs.

Would you be interested in receiving a copy?



CONTENT TO SOLVE A PAIN EMAIL

Ambition: Get them to reply to a question related to a challenge they may have

Subject: Your post on being an SDR Alex

Alex, I loved your LinkedIn post about doing BDR work despite being a founder.

If you can show leadership and book your own meetings, you set a great example to your outbound team.

I also noticed that you are currently hiring SDRs, and the onboarding that follows can be quite time-consuming for VPs sales like yourself.

Interested in a SDR playbook template that can speed up your onboarding?

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MEETING ASK EXAMPLE EMAIL

The idea here is to try book a meeting

Subject: Creating sales emails like Kyle

Kyle, I love your humble posts giving SDRs feedback!

However, I noticed that the sales team is growing rapidly at Clari, both in the US and UK. I imagine it's hard passing down your great outbound knowledge to your sales team.

We enabled the SDRs at another sales intelligence software like Clari to hit their target for the first time with our playbook, sequence and coaching templates.

Interested in learning more, Kyle?

AWARDS & INDUSTRY ACCOLADES

- **Customer Satisfaction** - 4.7 rating on G2
- **Industry Recognized** - LinkedIn's **Top UK Startups 2019, 2020 & 2021** / Tech Nation Future Fifty / Salesforce Lightning Data Partner, May 2018 / ISO 27001 Certified
- **Customer Awards** - G2 Leader in 4 categories: Lead Intelligence, Sales Intelligence, Marketing Account Intelligence, Market Intelligence
- **Award-Winning Team** - BESMA Customer Service Team of the Year 2018

