



Email Prospecting Guide



The Challenge of Prospecting

1

An exceptional product is not enough

Attracting potential customers requires more than an excellent product.

2

The approach is crucial

The way you contact your prospects determines your success.

3

Multichannel is essential

Telephone and email are complementary tools for prospecting.



First Contact: Essential Information

Industry Sector

Understand the prospect's industry to tailor your approach.

Company and Size

Number of employees and company structure.

Identity and Role

Prospect's name and job title to personalise your message.



Targeted Introductory Email

1

Introduction

Clearly identify yourself with your name, position and company.

2

Problem

Mention common difficulties in your sector / that of your prospect.

3

Solution

Present your expertise with examples of concrete results.

4

Call to action

Propose a meeting with a link to your calendar.



1: Congratulatory Email

1

Congratulate an accomplishment

Acknowledge a recent success of the prospect.

2

Establish a connection

Link their success to your value proposition.

3

Propose a solution

Explain how your service can amplify their success.

4

Suggest a meeting

Invite to a conversation to explore the possibilities.



2: Problem Resolution Email

Identify the problem

Mention a specific challenge the prospect is facing.

Present evidence

Share examples of similar businesses you have helped.

Propose a conversation

Suggest a brief call to discuss customised solutions.

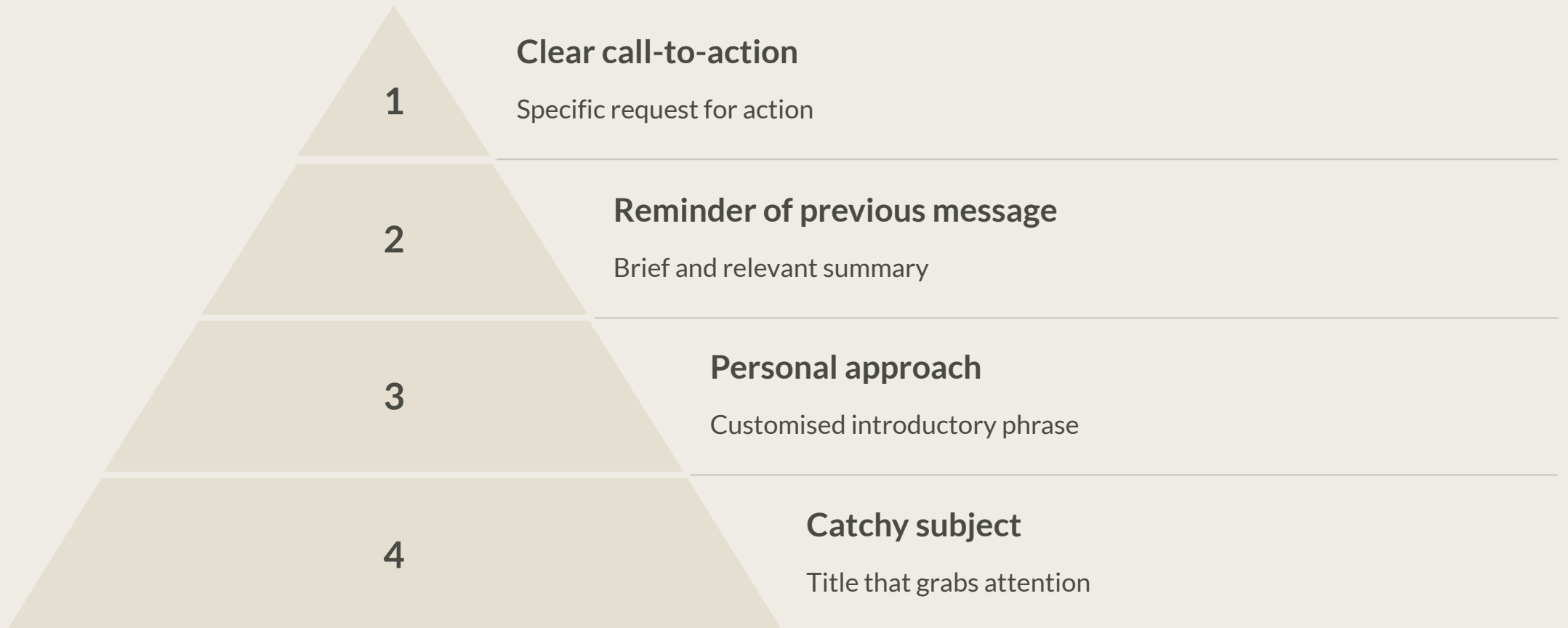
Offer a resource

Share helpful content like an ebook or guide.

3: Email via Commercial Relationship



4: Follow-up Emails



Wait 3-7 business days after the first email, then 15 days for a second follow-up if necessary.

Examples of Follow-up

After an initial contact

Acknowledge their busy schedule and propose a brief 10-minute call.

After a meeting

Refer to your previous conversation.
Address a specific need and propose a meeting with an expert.

Abandoned purchase

Ask for feedback on their change of decision. Present this as an opportunity for improvement for your team.



Tips for Effective Prospecting



Catchy Subject

Create a title that stands out while remaining consistent with your message.



Polished Presentation

Include your name, job title and company to establish context.



Prioritise Familiar Contacts

Prospects who already know you are more likely to respond.

Personalisation Strategies

1

Adapted Language

Use your prospect's vocabulary to create a connection.

2

In-depth Research

Explore LinkedIn and the prospect's media to refine your message.

3

CRM Data

Use the information collected by your marketing team.

Concision and Authenticity



Concise Messages

Decision-makers are busy. Be brief without sacrificing essential information.



Authenticity

Adapt your messages to the profile of each prospect to remain relevant.



Analysis and Improvement

Use tools like Cadence to track the effectiveness of your emails.