



B2B EMAIL PROSPECTION





WHO THIS IS FOR

- New entrepreneurs
- New to customer-facing roles
- New to sales
- Curious business people
- Those with limited or no business/startup experience



WHO'S THIS GUY

- Occupied many roles from retail sales to VP since 1995
- Worked in small organizations to global enterprises
- Had own startup (Walk Today) and grew one (Elfiq Networks)
- Learned many things along the way (the hard way)
- Try not to be boring





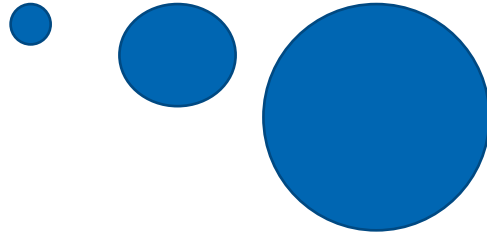
STEP 1
LINKEDIN
PROSPECT LIST



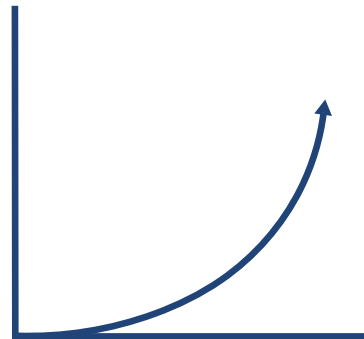
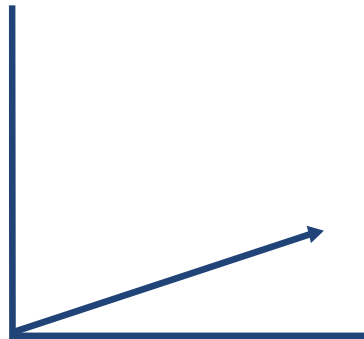
GROWING LINKEDIN

Understanding reach:

- 1st → 2nd → 3rd



- Objective:





GROWING LINKEDIN



Connect to :

- Salespeople
- Recruiters & headhunters
- “Open Networkers”
 - LIONs: LinkedIn Open Networker
 - Titles
 - Groups
 - OpenNetworker.com,
 - InvitesWelcome.com
 - TopLinked.com
 - LION500.com





SEARCHING LINKEDIN

- Keywords

- Title

- VP / Vice / Head / etc.
 - HR / Sales / Marketing

- Focus

- HR / R&D / Finance / etc.

- Geography

- Country / State / City

- Certifications

- HR / CISSP / PMP / Cisco

- Etc.

Microsoft

Software Development · Redmond, Washington · 17,913,314 followers



Simon & 107 other connections work here · 230,936 employees

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230,936 employees

Search employees by title, keyword or school

< Previous Next >

Where they live + Add

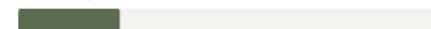
107,601 | United States



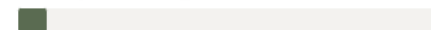
58,783 | Greater Seattle Area



25,961 | India



7,299 | United Kingdom

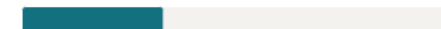


Where they studied + Add

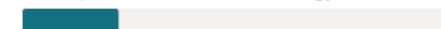
6,306 | University of Washington



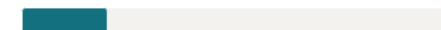
2,101 | Georgia Institute of Technology



1,437 | Birla Institute of Technology and Scien...



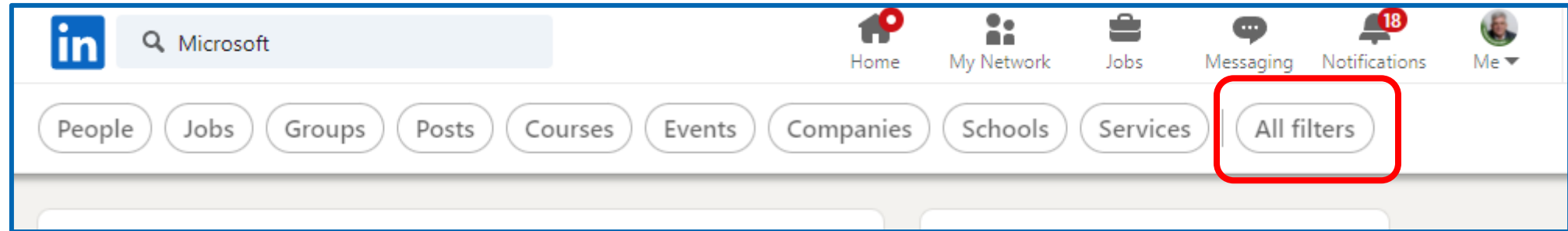
1,262 | Stanford University





SEARCHING LINKEDIN

- LinkedIn Search Bar:





STEP 2
FINDING
CONTACT INFO



GOOGLING EMAIL

- Find out the format!
- Google search variants: Joe Smith
 - Joe Smith @company.com
 - Joe Smith [at] company.com
 - Jsmith @company.com
 - Joe.smith @company.com



LINKEDIN PROFILES

- Sometimes it's right in the profile
- Use Contact Info

Jean Pascal (JP) Hebert (He/Him)
Principal at Rock8fuel Business Propellant
Montreal, Quebec, Canada · [Contact info](#)
500+ connections

Jean Pascal (JP) Hebert

Contact Info

- Your Profile
linkedin.com/in/jphebert
- Website
rock8fuel.com (Company)
- Phone
- Email
- IM
- Birthday

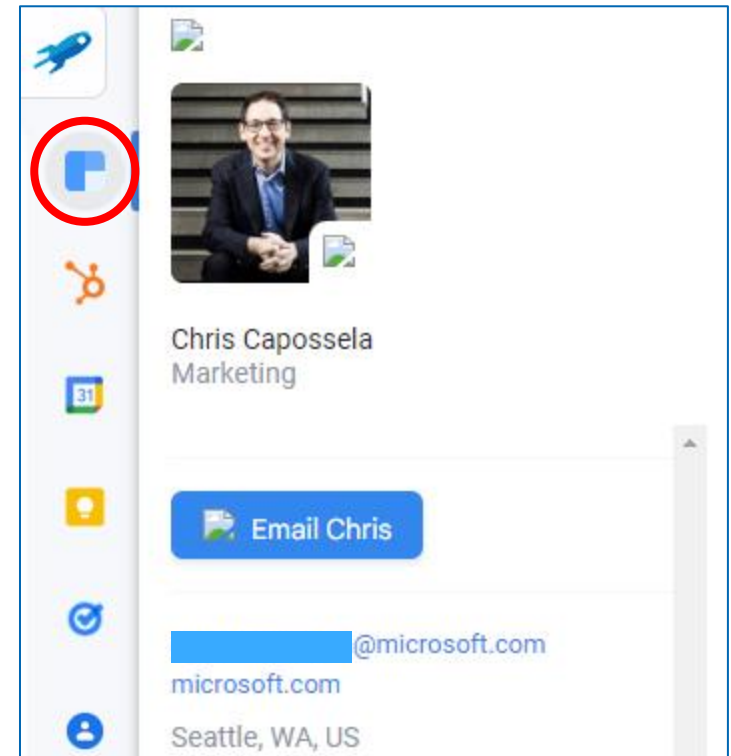


ONLINE TOOLS

- 50/100 free searches / month trials & Chrome Extensions Tools



YOUR CRM





STEP 3

REACHING OUT



LINKEDIN

- Connection messages: if you want a conversation, do it & make personalized, short & direct
- Direct messages: make it personal, short & direct
- InMail: go for it
 - Premium function
- Personal take: avoid bots?



EMAIL: SUBJECT

- Direct & pertinent, focus on pain points
 - 60 Characters or less
 - No emojis, please
 - Action-driven tone
 - Focus on their business, products & services
- Examples:
 - ABC Compliance Program Management
 - Request for expertise
 - Partnering with (XYZ) for (ABC)



EMAIL: BODY

- Personalize (Hello (name))
- Be direct & short
 - 2-3 sentence paragraphs
- Make it about them
- Use key trigger words/concepts
- Use references to create credibility
 - Performance
 - Media
 - Existing customers
- End with action item



EMAIL: TEMPLATES

- MAKE YOUR OWN
 - Don't start from scratch!
- Use multiple templates
 - Reasons to contact
 - Customer pain points
 - Verticals
 - Seasonality



EMAIL: AUTOMATION

- Careful on 1st contact
- Automate follow-ups for no response 1st email
 - Give it time (1 week?)
 - Don't be spammy on frequency
 - Loop content from 1st email
 - Call to action at the end



PARTING WISDOM

- How do YOU handle received prospection emails
 - LEARN!
- Optimize, optimize, optimize
- Be honest / truthful
 - Do NOT oversell
- Always “sound friendly”



THANK YOU



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