

BuzzBuilderPro

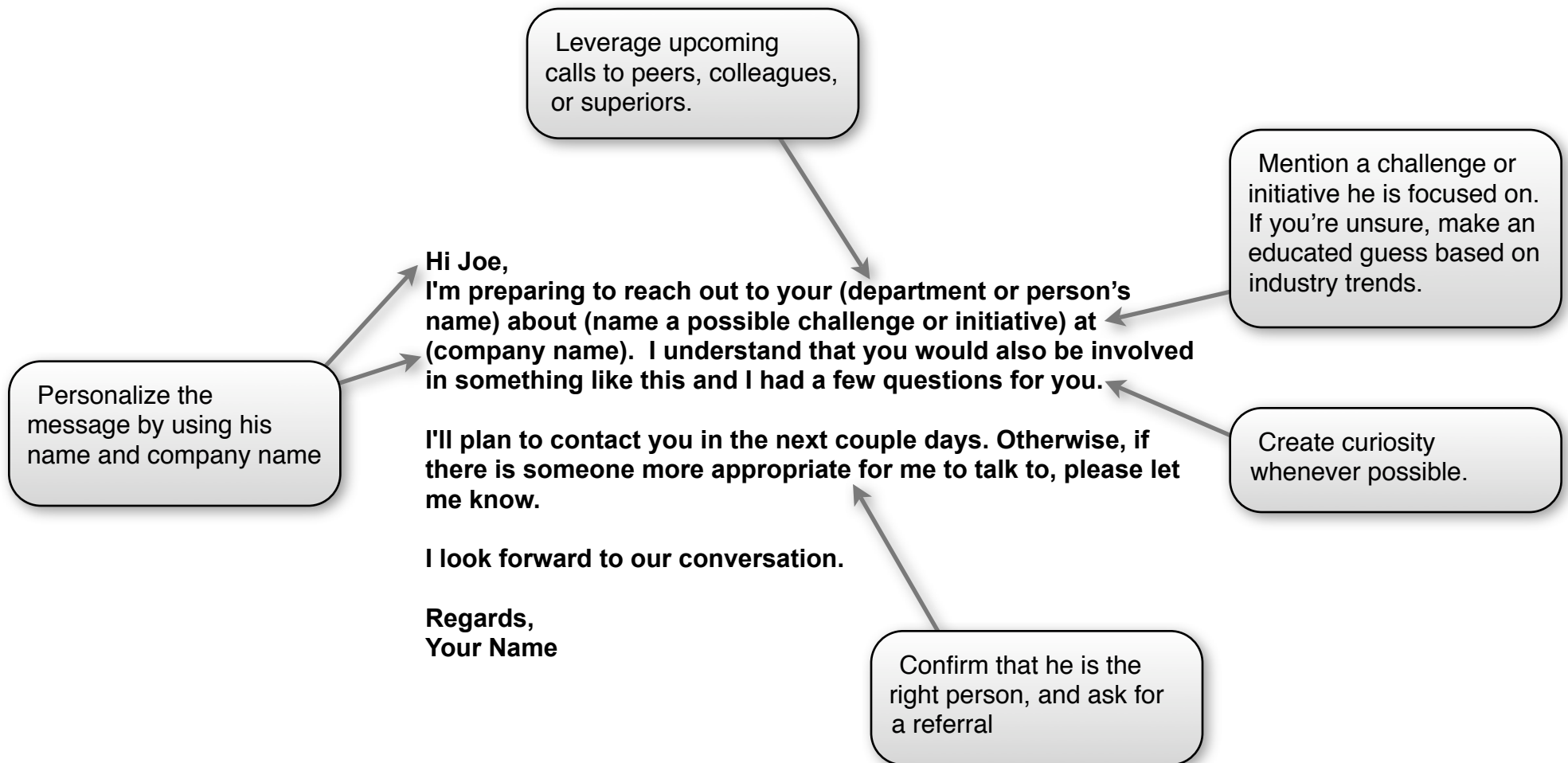
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PRE-CALL CAMPAIGN

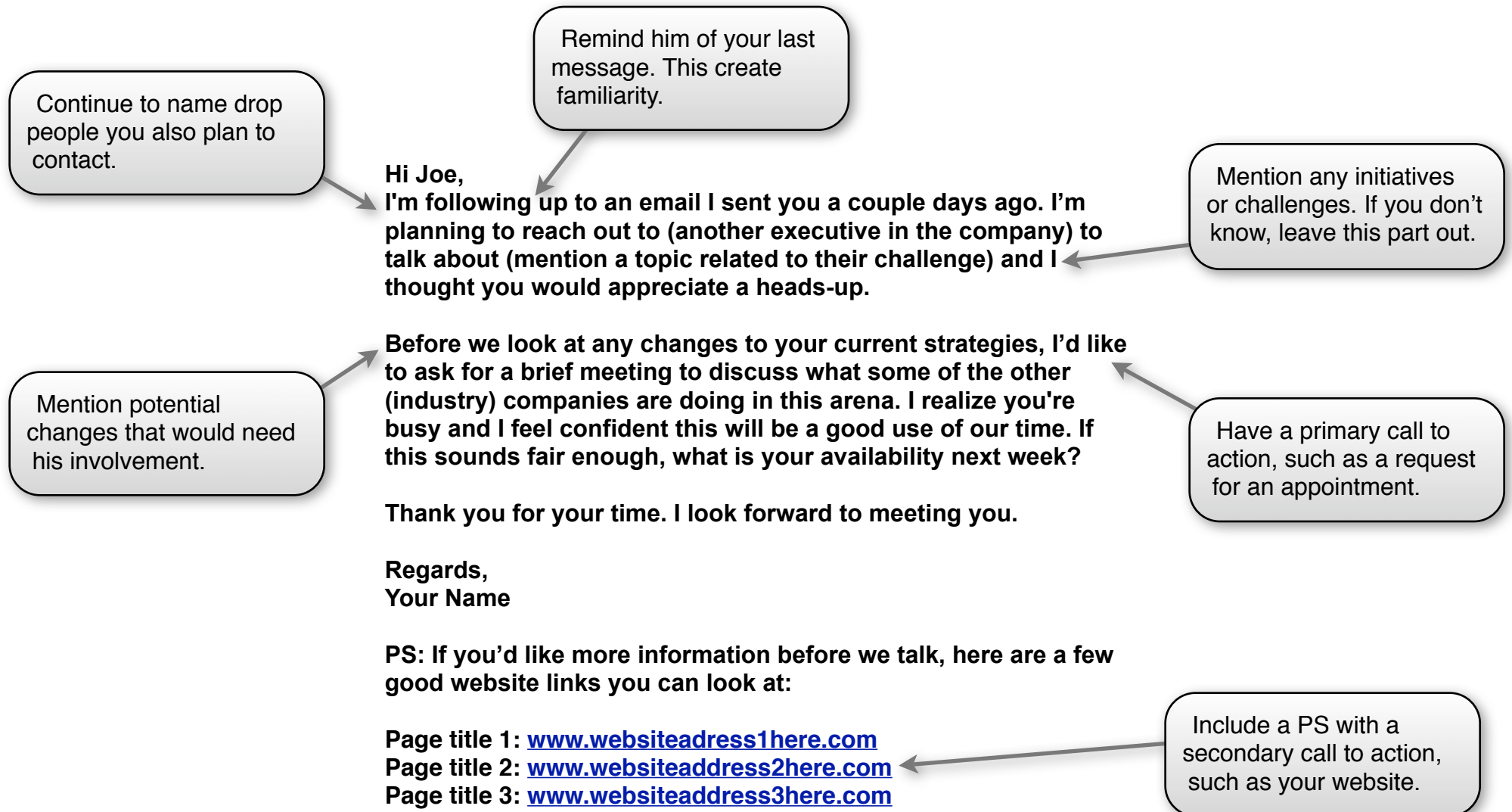
EMAIL #1

Note: It is more effective to send a series of 2-3 introductory emails than only sending 1 email before your call. Email #1 is a “teaser” email that will also confirm that you are contacting the right person.



EMAIL #2

Email 2 should be sent within 24-48 hours after the first email. This email message delivers a subtle value proposition without giving away too much information. It relies heavily on name-dropping.





EXAMPLES:

EMAIL #1

Hi Joe,
I'm preparing to reach out to Sue Johnson in HR about the recruiting strategy for hiring salespeople at ABC Company. I understand that you would also be involved in something like this and I had a few questions for you.

I'll plan to contact you in the next couple days. Otherwise, if there is someone more appropriate for me to talk to, please let me know.

I look forward to our conversation.

Regards,
John Doe



EMAIL #2

Hi Joe,
I'm following up to an email I sent you a couple days ago. I'm planning to reach out to Sue Johnson to talk about improving your sales recruiting process as you hire new salespeople, and I thought you would appreciate a heads-up.

Before we look at any changes to your sales recruiting strategies, I'd like to ask for a brief meeting to share some of the tools we're using with other manufacturing companies and get your feedback. I realize you're busy and I feel confident this will be a good use of our time. If this sounds fair enough, what is your availability next week?

Thank you for your time. I look forward to meeting you.

Regards,
John Doe

PS: If you'd like more information before we talk, here are a few good website links you can look at:

Pre-Hire Sales Assessment: <http://ovationsales.com/services/recruiting.html>

Best Practices in Hiring Salespeople: <http://www.omghub.com/>

Article on Hiring a Great Sales Team: http://www.eyesonsales.com/archives/audio/dave_kurlan_hiring_a_great_sales_team

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