



ETTIE A. HOLLAND

WORDS THAT CONVINCE, COMPEL & CONVERT

BrightTarget Prospecting Sequence
Senior Sales Persona
Email 1 & 2 of 5



[Email 1]

Subject: {{Company}} sales revenue targets?

Hi {{firstname}},

{{Company}} has been on my radar for a while – looks like you're the right person to talk to about sales performance?

If so, you'll be familiar with the struggle to fine-tune your sales team's activity away from non-revenue generating activities into actual selling. And selling to the right leads.

That's what BrightTarget does, identifying the prospects and accounts that are most likely to close and grow so your salespeople can better focus their time.

A recent client achieved a 12% increase in lead conversion rate thanks to our platform.

I think BrightTarget could be a great match for {{Company}} - can I show you a demo?

All best,
SALES REP



[Email 2 – 5 days later]

Subject: Message last week?

Hi {{firstname}},

I emailed last week but not sure you got a chance to read?

Still hoping to have a chat about optimising {{company}}’s sales efforts through BrightTarget.

Our predictive platform gives you better sales intelligence, so your sales activity is more valuable – from smarter prospect profiling to identifying global growth opportunities.

The platform tells you which leads are most likely to close and grow – so your team can stop wasting time on unclosable leads and dead-end accounts, etc. Not to mention on research – **IDC stats show that 68% of sales reps time is spent researching, not calling leads.**

Are you interested in seeing an online demo showing how this could work for {{company}}?

All best,
SALES REP