

EMAIL SEQUENCE IDEAS

Candidate spec to a client email sequence –

Email 1:

Hi {{firstName}},

I'm a headhunter, placing sales firepower into fast-growth tech companies across the US.

We're representing an ambitious Enterprise Account Executive (78621) with over 15 years experience of successful track record in SaaS solutions for Customer Experience and Digital Voice of Customer (VoC). He has extensive experience with early stage start-ups and is accustomed to working remotely. I thought they'd be a great addition to your team.

Highlights:

- Solutions sold: Martech, Voc, Data Analytics
- In his current role he delivered the first multi-year \$100k annual deal within 4 months
- Built solid deal pipeline of first quarter quota in the first 6 months, with average deal size at 150% target deal size
- Directed VoC regional customer success team, creating \$800,000+ in upsell opportunities in FY18
- Consistently met and exceeded revenue targets in 2016 / 2017 at 110% of quota
- Delivered over 90% renewal rate and 135% upsell revenue growth
- In 2016 he built the business from zero to \$2.5M+ annually and established global presence instrumental to acquisition
- Won top clients, closed the largest deal in scope and revenue in company history

Is there a suitable position in your team at the moment? If so, would you be interested in speaking with our candidate?

Thanks,

Your Name

{{signature}}

EMAIL SEQUENCE IDEAS

Email 2:

Hi {{firstName}},

Just following up to see if there was any interest in the Account Executive (78621) who I sent a few days back? 😊

Highlights are:

- Solutions sold: Martech, Voc, Data Analytics
- In his current role he delivered the first multi-year \$100k annual deal within 4 months
- Built solid deal pipeline of first quarter quota in the first 6 months, with average deal size at 150% target deal size
- Directed VoC regional customer success team, creating \$800,000+ in upsell opportunities in FY18
- Consistently met and exceeded revenue targets in 2016 / 2017 at 110% of quota
- Delivered over 90% renewal rate and 135% upsell revenue growth
- In 2016 he built the business from zero to \$2.5M+ annually and established global presence instrumental to acquisition
- Won top clients, closed the largest deal in scope and revenue in company history

Thanks,

Your Name

p.s. We have a network of superb new-logo hunters, as well as Sales Leaders, Account Managers and Customer Success experts. If you're looking to add to your team elsewhere, please let me know and I'd love to catch up.

{{signature}}

EMAIL SEQUENCE IDEAS

Non candidate spec to a client email sequence –

Email 1:

Hi {{firstName}},

Just following up to see if there was any interest in the Account Executive (78621) who I sent a few days back? 😊

Highlights are:

- Solutions sold: Martech, Voc, Data Analytics
- In his current role he delivered the first multi-year \$100k annual deal within 4 months
- Built solid deal pipeline of first quarter quota in the first 6 months, with average deal size at 150% target deal size
- Directed VoC regional customer success team, creating \$800,000+ in upsell opportunities in FY18
- Consistently met and exceeded revenue targets in 2016 / 2017 at 110% of quota
- Delivered over 90% renewal rate and 135% upsell revenue growth
- In 2016 he built the business from zero to \$2.5M+ annually and established global presence instrumental to acquisition
- Won top clients, closed the largest deal in scope and revenue in company history

Thanks,

Your Name

p.s. We have a network of superb new-logo hunters, as well as Sales Leaders, Account Managers and Customer Success experts. If you're looking to add to your team elsewhere, please let me know and I'd love to catch up.

{{signature}}

EMAIL SEQUENCE IDEAS

Email 2:

Hi {{firstName}}

Hope you are well and are having a good week. I wanted to connect with you as we would like to introduce ourselves, get to know you and see how we might be able to partner together to assist with your company's growth.

Below is a little information regarding ourselves, how we assist our clients, and our fees, for ease of reference.

- Our podcasts bring attention to our clients brands with guest spots for our clients
- We have a strong DEI ethos
- We have international leadership groups to assist in a reseller capacity for our clients if suits
- We use a vast database of contacts to engage with passive and proactive candidates
- We headhunt rather than rely on advertising
- We have circa 20 years of experience working with scaling tech companies
- We work with our clients to build long lasting relationships rather than purely transactional

We keep our recruitment fee model as simple as possible:

- We offer a 3 month guarantee
- 20% of the annual basic salary up \$75k
- 25% of the annual basic salary above \$75k
- 30 day payment terms

It would be great to schedule an exploratory call to see where we align, are you free this week?

Best regards

Your Name

EMAIL SEQUENCE IDEAS

Email 3:

Hi {{firstName}},

Hope you are keeping well!

I was also interested in seeing whether you would be open to coming on our podcast as a guest. We run two very successful podcasts - Recruiter Start Up and The Glasshouse - which combined have over 250,000 downloads and reach a very targeted network of Recruitment and HR professionals.

Our latest series - Tech for Good - is focusing in on emerging technologies and showcasing the best in the HR tech business.

Let me know if you are free for a call to discuss further as I'd love the opportunity to get to know you and your company better so see how we can help showcase your technology.

Cheers,

Your Name