



HOW WOULD WHISTLE DO IT?

Cold Email Outreach

**THE EMAIL
RECEIVED:**



Email Outreach

Animated Explainer Videos

Hey David,

Just wanted to make sure you received my email.

Your company seems very similar to companies we've worked with before, and I thought maybe the first email missed the inbox.

All the best,

- Outreach

**WHAT
WENT
WRONG
HERE:**



1.

No personalisation of the email.

No one likes automated emails or responses.
Personalising your emails to prospects
increases your chances of a response.

2.

Sounds Generic

Generic emails are not engaging to any prospect. Research your prospect's potential pain points and highlight how your solutions could benefit them, that way when they read your email, they will want to respond.

3.

No open-ended questions

It's important to include open-ended questions, this creates an opportunity for the prospect to respond and for conversation to start more naturally.

**HOW
WHISTLE
WOULD
DO IT
DIFFERENTLY:**





Email Outreach

Animated Explainer Videos

Hi David,

I noticed that Whistle is a remote organisation. From experience, I've seen that this business model has its challenges in centralising and managing sales coaching.

How do you guys manage your sales coaching at the moment?

- Outreach



Need help with your email outreach?
Get in touch.

www.whistle.ltd