



# Cold Email Battle Royal: Prospecting Toolkit

If you want to study the emails crafted by the Cold Email Battle Royal players, look no further! We've compiled a list including each player's email, their top 3 prospecting tips, and a list of tools they used.

If you haven't had a chance to watch Cold Email Battle Royal, then you can do so here: <https://www.youtube.com/watch?v=LWTWrmlhBPO>

# Player: Nathan S.

**Video timestamp:** 4:45

**Prospect ICP:** Director of Sales

## Email

**Subject:** Are you ready for the conference lead

Hey Brian,

I just saw this article today and could not wait to reach out! To land speakers like Trevor Noah, and Bethenny Frankel AND launch your new Visual Search, you will no doubt have a significant increase in leads over the next couple weeks!

I'm curious, though, are you planning to follow the same process you always do with your inbound leads, or do you want to knock this event out of the park? I mean I would expect nothing short of perfection from a Mountaineer!

Usually after a conference, people get overloaded with emails and calls, our product AlwaysSend, guarantees your emails reach your leads' inboxes, no matter the circumstances.

Don't let this conference be a flop, and let people end up using products like Trackr and Upfluence, do you have 10 minutes for a quick call?

## Top 3 Prospecting Tips

- Subject lines get email's opened. Focus on something personal and intriguing.
- Personalization is KEY, not just to them personally but to their business goals and pains.
- Don't talk about yourself and keep your email short!

## Tools Used

- + Owler Google Chrome Extension
  - + Try [Owler for free here](#).
  - + Download the Owler Chrome extension [here](#).

# Player: Tyler W.

**Video Timestamp:** 15:11

**Prospect ICP:** Director of Sales

## Email

Hey Brian - I noticed that you had a 20% decrease in sales headcount. Typically this means you're doing more with less and your needs reps to be more profitable.

We help teams improve email deliverability and open rates to maximize your outreach efforts.

Mind If I share a quick video on how?

Tyler Washington

## Top 3 Prospecting Tips

- Focus on the pains and remove the extra fluff. Knowing what college they went to is basic personalization. Stop telling them something they already know.
- Keep your emails simple. Make your verbiage clear and concise so the reader can understand why you're reaching out in under 30 seconds.
- Refrain from asking for meetings in the first email. You have not earned the right. You are only sparking interest and providing value.

## Tools Used

- + LinkedIn Sales Navigator
- + [Lavendar.ai](#)

# Player: Sarah B.

**Video Timestamp:** 25:28

**Prospect ICP:** CEO

## Email

**Subject:** email deliverability

With the launch of Owler's ChatGPT integration, you've helped 'unlock new levels of productivity & creativity' for sellers like me (thanks, Tim!).

But what happens when that personalized email bounces?

Productivity & creativity go to waste & prospects never get the custom-made messaging Owler enables.

In fact, on average, 20% of outbound emails never make it to a prospect's inbox.

Our solution is changing that. (And no, it's not magic, just good engineering.)

As someone who loves "world-changing ideas built on simplicity," it feels like Owler + AlwaysSend is a match made in product heaven – what do you think?

-Sarah

## Top 3 Prospecting Tips

- Take immediate action if you get a referral on a cold call or email - "Oh, that's not me; it's so-and-so you should be talking with" -. Call that person, "Hey, just hopped off the phone with Carla, and she said you're the gal," or email them cc'ing the person who gave you the name. It can say something simple like this, "Carla mentioned you are the right person to speak with about \_\_\_\_\_. Sending over a suggested time to meet next week. Go ahead and decline it if this isn't a priority." Before you do this, ask the referee if mentioning their name is okay.
- Get smart about who you prospect. So many great products - Aprtivio, 6Sense, UserGems, LinkedIn Sales Nav intent data - can help you figure out who's even on the market. Take advantage of low-hanging fruit like folks who evaluated 12 months ago, users who have changed companies, folks researching your competitors, etc.
- If a deal you sourced closes, get a referral. Create a couple of templates and cadences to 1) check in with your new customers and ensure they still feel good about the purchase and 2) ask if they know anyone who would benefit from your product or services. People imbue a higher degree of trust with their peers over salespeople (duh), so use that. Get your customers to help you sell with a simple referral.

# Player: Ashleigh E.

Video Timestamp: 36:58

Prospect ICP: CEO

## Email

Hello Tim -

Now that Owler has added contact data to your platform (Congrats by the way!) - how is your team ensuring their carefully crafted content is actually seen by the prospect?

I know you're not a fan of using "tricks" or "gimmicks" to improve open rates - AlwaysSend uses technology to get messages into your leads' inbox - no matter the circumstances.

Most of the CEOs I'm talking to have seen a drop in deliverability in the first half of 2023 - and as unbelievable as it sounds, there is a simple way to improve your outcomes.

If you think the team could benefit, please let me know - happy to share some quick tactics around wording and tech setup that can help (no purchase required, I promise).

Sincerely,

Ashleigh

P.S. I see a lot of Owler-ites (?) on LinkedIn. I've been using Morgan's tactics here for a couple weeks and it's been helpful!

## Top 3 Prospecting Tips

- Build a bookmark folder with articles, research, and anything else that can "add value" instantly to a prospect's day. Use those to build credibility and trust with prospects so that not everything you share is driving you to a meeting.
- Stop asking for meetings and start asking, "Is this relevant?". You'll get a higher overall conversion from starting conversations and will alienate less people with "quota breath."
- Track everything. Even when it feels repetitive and it's slowing you down. If you track it, you can improve it - every 1% matters and you can't improve if you DON'T track.

# Player: Tom S.

**Video Timestamp:** 48:56

**Prospect ICP:** Marketing Manager

## Email

Kabir,

We both know how painful it can be when our sales team goes to email a prospect and IS Immediately hit with those pesky spam filters, right? Your recent post you shared around LinkedIn Ads and where the next 6 months are going was spot on! Buyer behavior and AI are rising and drastically impacting the top of the funnel.

I am sure you are keeping a close eye on your sales team and the health of your email campaigns in that. How would you feel knowing no matter the circumstances, every time the team sends out an email, you KNEW it would hit the primary inbox? Both for your sales team & your marketing team?

That's what we do here at Always Send. Experience unprecedented deliverability rates giving you the confidence to communicate effectively and maximize your outreach efforts. Compatible with all major email clients. AlwaysSend seamlessly integrates into your existing workflow. saving you time and energy.

Would you be open to me sending some more info your way? Would love to show you how we helped companies like Goldcast pick up event reg by 20%+ as they hit the primary inbox.

## Top 3 Prospecting Tips

- Put yourself in your prospect's shoes before you send that email or make that call. It will make a world of difference
- Give, Give, and Give some more. When following up, always focus on bringing added value to every interaction. What can you give them to help them in their day to day regardless if they work with you or not
- As Samantha Mckenna says, "Show them you know them" - understand your buyer personas world, become an expert in it so you can show them you're relevant, relatability, have authority in the matter, and have done your research.

## Tools Used

- + [Humantic.ai](#)
- + [Grammarly](#)



# Player: Will P.

**Video Timestamp** 55:24

**Prospect ICP:** Marketing Manager

## Email

**Subject:** Kabir + AlwaySend

Hey Kabir!

I noticed your Twitter post about keeping Marketing simple, and I couldn't agree more. Keep it simple.

I wanted to reach out to you in regards to your email deliverability, and was curious how that's going.

AlwaySend is an email deliverability software that allows you to experience unprecedented deliverability rates. We're helping companies such as Zuddl & Goldcast save time, bypass spam filters, and most of all, keeping it simple.

Would you be open to a quick chat?

Best,

Will

## Top 3 Prospecting Tips

- Do something different, go to the prospect's social media accounts - link something personal
- Start the email with I noticed, or I came across, as it shows relevancy and personalization
- Create fomo and do research of the prospect's competitors and mention how you're helping their competition

# Looking to prospect smarter?

Try [Owler for free here](#) to instantly access real-time business news and insights so you don't have to spend time researching on Google or LinkedIn.

Interested in Contact Data or integrating Owler insights into your CRM or sales tools? [Get a free trial of Owler Max for teams of 5 or more here!](#)



