

Messaging Battlecard

Live Series: Mastering BD



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Leverage proven principles



Apply messaging frameworks



Prospecting campaigns

✓ Do's

- ✓ Make the message about 'YOU'
- ✓ Be human
- ✓ Be snappy and concise
- ✓ Make sure each word adds value
- ✓ Start with a hook that piques interest
- ✓ Apply some 'out-of-the-box' thinking
- ✓ Ask for one clear action
- ✓ Add relevance + personalization
- ✓ Offer value and useful information

✗ Don't

- ✗ Make the message about 'ME'
- ✗ Be overly formal
- ✗ Write long-winded messages
- ✗ Use long intro lines
- ✗ Be generic like 'Hey [First_name], how are you?'
- ✗ Use multiple CTAs
- ✗ Ignore the recipients' pain points
- ✗ Be pushy, salesy or pitchy

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Use consistent messaging frameworks

EXAMPLE 1

Hey [First_Name],

An exceptional Commissioning Manager has expressed interest in working with [Company] and I've heard you're looking for people in this field. See an overview of their experience below:

- Provide a list of bullet points
- X
- Y
- Z...

"When do you have 10 mins for a chat?"

-or-

"When could we discuss this so I can connect you with this candidate?"

Keep your opening line 20-25 words, name their company and state exactly why you're reaching out.

These will form the core of the message.

Finish with a clear, open-ended question to spark action.

EXAMPLE 2

Hi [First_name]

As a Rangers fan, you know that a solid team wins games. Even just one person who doesn't pull their weight could impact the final result!

Then, provide a **tease** e.g. "Imagine if you didn't have X as a problem?" or "Imagine if you had that time back."

"How familiar does that sound to you?"

-or-

"How opposed would you be to having a chat."

Personalization + relevance.

Hits on a pain they might be facing.

Finish with a light CTA.

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Quick tips




Ask yourself “**why** add this prospect to my campaign?” and:

- ✓ Include Company name
- ✓ 3 words relevant to them based on research you have done
- ✓ Make it look internal (no capitals, e.g. “i hire for sales teams”)

Add a message to your LinkedIn connection request when following up on an email:


e.g. “I emailed you about _____ not sure you have seen it..?”

Candidate prospecting campaigns

-  Very similar: Humanization
-  Offer things besides the role
-  Long-term approach & different roles

Offer things besides the role - example value like:

 CV reviews

 “I’m speaking to a company and working with a company in your network, so I can probably give you an insight into competitor’s plans and see where you stand”

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