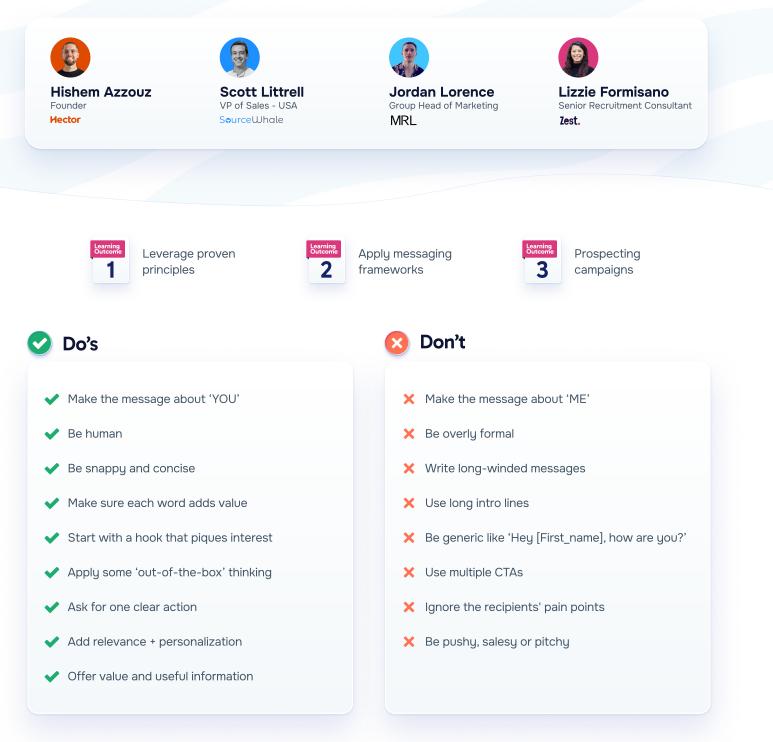
Messaging Battlecard Live Series: Mastering BD



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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."

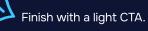
"How familiar does that sound to you?"

-or-

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

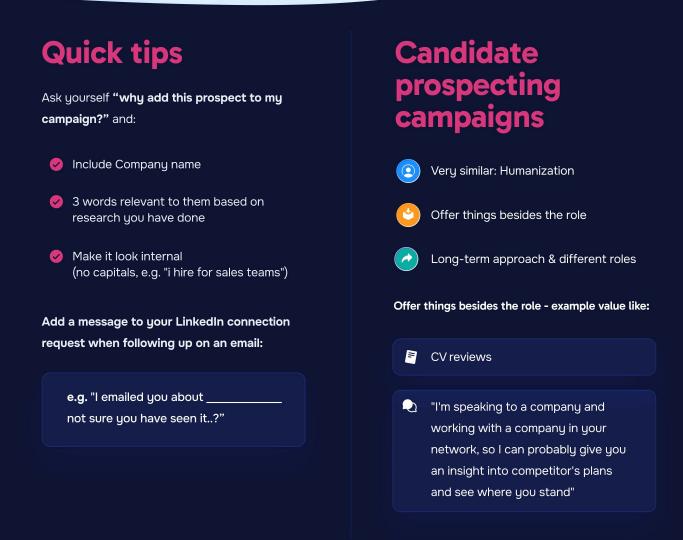
Personalization + relevance.

Hits on a pain they might be facing.



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