Sales submission week 3

Niche : Financial advisor

1) Give the exact outreach messages you sent to each of the 3 prospects.

Prospect 1 : Engage via email

SL : Name, Goals?

Hey Name, I love how Company is focusing on special needs planning to enhance the quality of life for families; it resonates with my passion for making a positive impact, so I figured I'd reach out.

I know this is a bit random, but I was wondering if you've ever thought of collaborating with other agencies that offer different services.

I've got a system I'm using that automates customer support and improves lead qualification, and I wanted to see if I could send you my system and offer you a completely free trial for the first week, so we can work on them together.

I made you a 1.50 minute video going over the specifics. Is it cool if I send it over?

Cheers,
My name

Prospect 2 :Engage via email

Subject line: Name, Question

What's good Name, I really admire how Company crafts personalized financial blueprints for clients; it's something I'm passionate about too, so I figured I'd reach out.

You're really competent in the financial advice niche, but I'm wondering how you're currently handling customer support.

I have a system that can manage 90% of customer support interactions each month without having to spend any extra time on your business, allowing you to spend more time with your family and playing soccer.

If it's cool with you, I can throw you a quick 1:50 video going over how it works.

Thanks,
My name

Prospect 3 :Engage via LinkedIn

Hi Name, I admire how Company emphasizes helping clients achieve True Wealth—it's a mission that really resonates with my own values in financial services, so I figured I'd reach out.

Are you open to checking out a system that handles 90% of customer support interactions and provides more serious leads, without spending a cent on Virtual Assistants ?

2) **Provide notes on how you identified their pain points and why you crafted the message the way you did.**

I was targeting middle/big company leads with multiple agencies around the USA who have no automation on their website, making it almost certain they pay high fees and lose a lot of time on customer support interactions. They also align with my ICP : growth oriented, innovative vision, ethical and focus on improving customer satisfaction.
The pain point was the same for the three leads.

For the first one, I tried to add the lead qualification incentive (based on last week's call).
On the second one, I focused the email more on the pain point and how my services would help him gain more time to spend on the interests listed on his page.
For the last one, I couldn't find his email, so I decided to reach out directly via LinkedIn, focusing again on both customer support and lead qualification.

3) **Track any responses and note how you plan to follow up based on the feedback or lack of response.**

For the follow-up, I plan to reach out again 3 days after the initial email, and then 5 days after the second email.
The first follow-up would show them the demo I've built with a youtube video.
In the second follow-up, I'll check if they received the previous message and had a chance to watch the video.

Based on the calls I've had, I've decided to upgrade my services. This week-end & next week, I'll be focused on building a voice calling agent.
Also, based on your call last week, I will remake my demo video to showcase a voice calling + Ai agent website, providing better lead qualifications, customer support & booking appointments 24/7.