

Intro email

Subject line 1: {{recipient name}}, we are the right lead generation partner for you

Subject line 2: High quality leads for {{prospect company name}}

Hi {{first name}},

This is {{sender name}}, {{sender designation}} at {{sender company name}}, a leading B2B demand gen company that helps B2B companies in the US accelerate their lead generation efforts. We have worked with several businesses like {{prospect company name}} to generate highly qualified leads with high funnel conversion ratios.

I am wondering if you are currently looking for any help in generating new leads or nurturing your existing leads to convert them into customers. I am asking because we can help you establish that consistent lead pipeline that you have always dreamt of by leveraging our innovative lead generation techniques and a talented team of lead generation experts. PFB the link to the page that lists down our lead generation services in detail:

[link to lead gen services page]

Can we please hop on a call sometime this week where I can walk you through in detail how {{sender company name}} can help {{prospect company name}} to generate leads that convert?

Would tomorrow be the right time, or should I set something up for the day after? Please let me know.

Looking forward.

Regards,

{{Sender name}}

{{Sender signature}}

Follow up 1

{{first name}},

Did you get a chance to look at my last email? In any case, let me share more information on how we can help you generate leads that convert.

Did you know that:

- We can help you reduce your MQL to SQL conversion time by 40%?
- Our BANT qualified leads are at least twice as qualified as an MQL? And the BANT leads to SQL conversion is 20%?
- We can leverage intent data to help you prioritize your TAL (Target Account List) and focus your efforts on accounts that matter?
- Our data enrichment services can get the right insights about your target accounts to make your targeting accurate and laser sharp?

{{first name}}, there are many more ways in which we can help. How about a call sometime tomorrow where I can take you through the step by step process of how {{sender company name}} can help {{prospect company name}} take its lead generation game to the next level? If tomorrow doesn't work, should I aim for a conversation 3 business days from now? Please let me know.

Cheers,

{{Sender name}}

{{Sender signature}}

Follow up 2

Hi {{first name}},

I just got off a call with a happy customer who had incredible success working with us by generating leads with very high propensity to buy. The company was one of the largest IT players based in the US whom {{sender company name}} helped to establish a consistent inflow of leads to help achieve its SQL goals for the year. We also recently helped a {{company description}} improve its sales reach by generating confirmed appointments. Please read the success story [here](#).

We have many more such success stories to talk about. Shall we get onto a call later in the week to discuss how we can help you set up the perfect lead generation engine? Would tomorrow work for you?

Looking forward to hearing from you.

Cheers,

{{Sender name}}

{{Sender signature}}

Follow up 3

Hi {{first name}},

Do you know what is the biggest challenge I have faced as a lead generation expert working with more than 100 customers? It's not meeting lead volume targets. It's not the increasing need to generate leads in a short time. It's not the budget constraints of the customer.

IT'S THE ABILITY TO COMMIT TO A CONSISTENT SUPPLY OF HIGH TICKET PROSPECTS WHO HAVE HIGH PROPENSITY TO BUY!

And here at {{sender company name}}, we have cracked the code to achieve the same with more than two decades of experience in the lead generation space, and a lot of trial and error.

It's not rocket science. But an approach that has been chiseled over the years by leveraging a combination of techniques. We don't just understand your ICP's (Ideal Customer Profile) business, but we understand how their psychology works. We did one more thing. We bid goodbye to a 'one size fits all' approach years ago. It's that simple.

{{first name}}, I want to talk to you about how we can customize our lead generation methodology for {{prospect company name}}. Can we please have a brainstorming session this week? Here is the [link] to my calendar for you to block a slot right away.

Looking forward to exchanging ideas with you.

Cheers,

{{Sender name}}

{{Sender signature}}

Follow up 4

{{first name}},

Looks like whatever I have shared till now hasn't piqued your interest yet. Before I close this thread, I wanted to share one more piece of information with you – which is that we are picky about the customers we choose to work with.

That is because at {{sender company name}} we believe in WIN-WIN relationships. Our success lies in your growth. The higher the number and quality of the leads we generate for you, the better and faster your growth will be. And when we do wonders for you, you tend to work with us again, and that's how we grow with you.

To check our fit in terms of working with each other, please pick a time slot of your convenience using this link. Let us discuss and find out if {{sender company name}} can be {{prospect company name}}'s next partner in growth.

In any case, I wouldn't want to leave you empty handed. Here are a couple of resources around lead generation you might find useful:

- [Link to educational article 1]
- [Link to educational article 2]

Cheers,

{{Sender name}}

{{Sender signature}}