

Comprehensive Guide for Prompt-Based Email Templates and General Prompting

Introduction

First Touch is designed to help sales reps create highly personalized and effective outreach emails. This guide will provide you with the structure, examples, and AI prompting tips needed to craft compelling emails that resonate with your prospects, ensuring every touchpoint is valuable and aligned with our mission of creating human connections.

AI Tips for Prompt-based/Dynamic Templates

1. **Use Parentheses for Commands or Directions:** Clearly separate instructions to the AI from the email content by placing them in parentheses.
 - **Example:** "I imagine" (reference a challenge they may face in their role. consider their seniority level)
2. **Quotes for Fixed Text:** Ensure that specific phrases or words that need to remain unchanged are placed in quotes.
 - **Example:** "Looking forward to your thoughts,"
3. **Format and Tone Specifications:** Always include the desired format and tone for the email below your name as the last part of the email.
 - **Example:**

"Best,"

(sales rep's first name)

(Keep a friendly, professional, and approachable tone)

(Make this email less than 80 words)

4. **Be Specific with AI Instructions:** The more detailed and specific your instructions, the better the AI can generate accurate and relevant content.
 - **Example:** (Reference a common challenge for a VP of Marketing in the tech industry)
5. **Test and Iterate:** Use feedback to refine your AI prompts. If the generated content isn't quite right, adjust your instructions for clarity.
 - **Example:** If the email is too formal, modify the tone instruction to (create a message that is more casual) and test again

Email Structure

A successful sales email typically consists of the following components:

1. **Greeting**
2. **Challenge Reference**
3. **Solution Introduction**
4. **Call to Action**
5. **Closing and Signature**

Template Breakdown

1. Greeting

Start with a personalized greeting using the prospect's first name. This sets a friendly and approachable tone.

- **Example:** "Hi (Prospect First Name),"

2. Challenge Reference

Identify and reference a specific challenge the prospect might face in their role. Tailor this to their seniority level and industry.

- **Example:** "As a" (Prospect's Role) "at" (Prospect's Company), "you might be dealing with" (specific challenge).

3. Solution Introduction

Introduce how this challenge can be addressed by First Touch. Highlight the unique value proposition and how it aligns with their needs.

- **Example:** "At First Touch, we understand how" (Challenge) "can hinder your growth." Our AI-powered platform is designed to streamline" (specific process) "and enhance" (specific outcome).

4. Call to Action

Invite the prospect to learn more or take the next step. Keep it direct and value-oriented.

- **Example:** "Are you open to exploring how we can help you overcome" (Challenge) and achieve (Desired Outcome)?"or (insert decision-based call-to-action)

5. Closing and Signature

End with a friendly closing that encourages a response, followed by your name and contact information.

- **Example:**

"Looking forward to your thoughts,"

(Sales Rep First Name)

Example Template

1. Hi (Prospect First Name),

"As a" (Prospect's Role) "at" (Prospect's Company), "you might be dealing with" (specific challenge). "How is this impacting your" (specific aspect of their business)?

"At First Touch, we understand how" (Challenge) "can hinder your growth. Our AI-powered platform is designed to streamline" (specific process) "and enhance" (specific outcome).

Are you open to exploring how we can help you overcome [Challenge] and achieve [Desired Outcome]?

Looking forward to your thoughts,

(Sales Rep First Name)

(No filler words)

(Keep a friendly, professional, and approachable tone)

2. (Hi prospect first name)

(reference a challenge they may face in their role. consider their seniority level)

“How” (relate that statement to a challenge they might have that can be solved by your company)?

(insert how the above challenge can be solved by your company)

“Open to learning more?”

(sales rep first name)

(no filler words)

(make this email less than 80 words)

Simple Cold Email Call to Actions to use in messaging

1. Scheduling Discussions:

- Can we schedule a quick call to discuss this further?
- Are you available for a brief chat this week?
- Would you be open to a 15-minute conversation?
- How does your calendar look for a meeting next Tuesday?

2. Interest and Demos:

- Interested in learning more about this solution?
- Could we set up a demo to show you how it works?

3. Casual Engagements:

- Can we grab a virtual coffee to explore this idea?
- Is there a convenient time this week for a quick call?
- Can we arrange a quick meeting to discuss your needs?

4. Information Sharing:

- Can I send you more information on this?
- Can we connect this week to dive deeper?
- Do you have time for a brief discussion?

5. Fit and Exploration:

- How about a quick call to see if this is a fit?
- Would you be open to exploring this further?
- Can I answer any questions you have?
- Should we set up a meeting to discuss your options?

General Prompting

Note: These prompts can be put into parentheses and used as snippets in Outreach, Salesloft, or HubSpot. You can also use them as templates by putting them in parentheses and providing

a word limit. Lastly, you can simply use them as they are in the Extend feature both on LinkedIn and within your SEP workflow (Salesloft, HubSpot, Outreach).

Rebuttals

1. Rebutting "Copy and Paste Email" Responses:

- They responded to my previous email saying "copy and paste email." Write a rebuttal, pushing the value of meeting now, but emphasizing that you are happy to be a resource whenever they are ready.
- They responded to my previous email saying "copy and paste email." Write a rebuttal, pushing the value of meeting now.

2. Rebutting "No Time" Responses:

- They responded to my previous email saying they did not have the time to look into new products/platforms/services right now. Write a rebuttal, pushing the value of meeting now, but emphasizing that you are happy to be a resource whenever they are ready.

3. Rebutting "Not Interested" Responses:

- They responded to my previous email saying they were not interested. Write a rebuttal, pushing the value of meeting now, but emphasizing that you are happy to be a resource whenever they are ready.

4. Rebutting "In a Competing Contract" Responses:

- They responded to my previous email saying they are currently in a competing contract. Write a rebuttal, pushing the value of meeting now, but emphasizing that you are happy to be a resource whenever they are ready.

Follow-Ups

1. Follow-Up After No Response:

- I sent him/her an email, and they did not respond. Write a follow-up email to this: "copy&paste 1st email" that adds new value.

2. Adding Value in Follow-Ups:

- In conversations with other product leaders, they often share that their customers seek...
- Add a specific example of how we can help, and go into a bit of detail to really drive value.

3. Personal Connection in Follow-Ups:

- Good, but add a PS that establishes human connection on a casual level, remembering that I have not met this person.

4. Competitor-Based Follow-Ups:

- It looks like they may currently be using *competitor name*, a competitor of ours. Write an email that explains why we are better than *competitor*, adding strong value.

Warming Leads/Prospects Back Up

1. Re-Engaging Closed Lost Opportunities:

- This is a closed lost/opportunity from *insert month*. Please write a message to re-engage and add value.

2. Re-Engaging Former Customers:

- They used to be a customer. Write a message to try to re-engage them to see if they would be interested in revisiting to see advancements since they left.

3. Timing-Based Re-Engagement:

- They told me *insert amount of time* ago that they would be interested in meeting around this time. Write an email to check in that adds new value.