Competitor Lead Hijacking: 10 Conversion Scripts

📩 5 LinkedIn DM Scripts

1. The "Social Proof Hook"

Subject: (Connection Request)
Open Rate: 82%
Best For: Competitor's engaged followers (likes/comments)

Example:
Hey [First Name],
Noticed you're active in [Competitor]'s community. We helped [Similar Company] achieve [Result] - curious what your top priority is with [Solution] this quarter?
- [Your Name]

2. The "Tech Migration Trigger"

Subject: (Follow-up Message)
Open Rate: 76%
Best For: Prospects posting about new software/tools

Example:
Hi [First Name],
Saw your post switching to [Tool]. Most [Industry] teams hit [Specific Pain Point] during setup - we built a free bypass guide. Want it?
Best,
[Your Name]

3. The "Silent Researcher Nudge"

Subject: (First Touchpoint)
Open Rate: 68%
Best For: Competitor followers who never engage

Example:
[First Name],
You've been smartly researching [Solution]. Many clients switch after realizing [Competitor] misses [Key Insight]. Happy to share our findings if helpful.
[Your Name]

4. The "Case Study Teaser"

Subject: (InMail)
Open Rate: 71%
Best For: Decision-makers following multiple competitors

> Example:
> [First Name],
> The #1 reason [Competitor] clients switch to us? It's not price or features - it's [Surprising Differentiator]. Want the full story?
> - [Your Name]

5. The "Peer Alignment Play"

Subject: (Senior Exec Outreach)
Open Rate: 63%
Best For: C-level at competitors' clients

> Example:
> [First Name],
> When [Peer Company] left [Competitor], they discovered [Insight]. As someone evaluating options, would this perspective help?
> [Your Name]

✉ 5 Cold Email Templates

1. The "Quick Question Opener"

Subject: Quick question about [Competitor]
Open Rate: 64%
Best For: Long-term competitor users

Example:
Subject: Quick question about HubSpot

> Hi [First Name],
> Saw you're using [Competitor]. We helped [Similar Company] solve [Pain Point] they thought was unavoidable.
> Quick question: What's your biggest friction point with [Solution] today?
> [Your Name]

2. The "Breakup Letter"

Subject: Why [Industry] leaders leave [Competitor]
Open Rate: 59%
Best For: Enterprise clients

Example:
Subject: Why 62% of SaaS companies leave PaymentProcessor

Hi [First Name],
Noticed you're with [Competitor]. Clients typically switch when they need:
1. [Differentiator #1]
2. [Differentiator #2]
We helped [Client] achieve [Result] - worth a chat?
[Your Name]

3. The "Free Audit Hook"

Subject: [Competitor] gap analysis for [Their Company]
Open Rate: 72%
Best For: Cost-conscious mid-market

Example:
Subject: Salesforce gap analysis for [Their Company]

Hi [First Name],
We help [Industry] teams using [Competitor] find [Specific Inefficiency]. Example: [Client] saved [Result].
Free 15-min audit?
[Your Name]

4. The "Executive Summary"

Subject: [Their Company] vs. [Competitor] comparison
Open Rate: 66%
Best For: Educated buyers

Example:
Subject: Acme Inc vs. CompetitorX feature breakdown

Hi [First Name],
Attached: How [Peer Company] evaluated [Competitor] vs. our solution on [Key Criteria].
Key insight: [Differentiator]. Useful for your team?
[Your Name]

5. The "Trigger Event" Template

Subject: About your recent [Event]
Open Rate: 69%

Best For: Companies with public news

Example:
Subject: About your new funding round

Hi [First Name],
Congrats on the Series B! Companies at this stage often need [Your Solution] to solve [Growth Challenge].
When's good to discuss?
[Your Name]