



Email Teardown with Morgan J Ingram & Will Allred



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Email Teardown #1

Loved your presentation at the Sales Confidence, [REDACTED]

As you said, multi-touching in prospecting is definitely working. But this requires the additional bandwidth of your team.

[REDACTED] adds a digital channel to your prospecting. Not impacting the team's bandwidth. Your teams get insights at the contact level on who to talk to. And empower their research on what sparked prospect interest to stand out.

Since you're focused on building a framework that allows your SDR to use its own strength, is [REDACTED] worth a look?

[REDACTED]

P.S. LOL at your post when a manager asks you to make your first call after the Christmas break..:) This is so true!

Email Teardown# 3

Subj Line: 'hiring at X' /

Hi {{ contact.firstname }},

Noticed you are recruiting for X num of vacancies currently at X. /How is your search for X vacancies coming so far?

58% of your top talent are taking positions at other organisations due to a lengthy screening process.

Reducing the process by 50% can help you to meet your hiring goals a lot faster.

[REDACTED] has helped local councils **speed** up their candidate screening process **from weeks to hours** to attract and retain the very best talent.

Would you be interested to see how we were able to do this for other councils?

Email Teardown# 4

Subject Line: [My Company Name] + [Prospect's company] - 2023

"Dear X,

I hope that you're well. My name is [REDACTED] I work on the [REDACTED] commercial partnerships and advertising team with our Aerospace and Defence clients.

I just wanted to reach out regarding [company]'s recent work on [example], and the wider aviation sector's net zero goals for 2050. It's a really interesting sector especially given the potential advancement of hydrogen as a widespread alternative to SAFs, alongside continued developments in short haul electric flight.

I'm sure you're having a busy time planning for the year ahead, but I wanted to reach out and connect. We've had some great successes this year with other commercial aviation and aerospace clients targeting C-Suites, Government and Policy Makers and Senior Business Decision Makers, and given [example of companies work], I think it could be a great area for collaboration this year.

Would you be available next week for a quick call to discuss / e-meet in person?

Best regards,

[REDACTED]

What would you do differently?

**Throw your answers & any other q's
in chat!**

**Send your emails for the next
teardown to
ashleigh.frank@cognism.com**