

LINKEDIN CONNECTION MESSAGE EXAMPLE

(max 295 characters including spacing and names)

Hi [Name],

I noticed your role at [COMPANY NAME] and thought you might be interested in connecting. I provide X, Y Z to organisations across the Midlands, including company A, company B and company C. Look forward to hearing from you.

Kind regards

XXXX

LINKEDIN FOLLOW UP MESSAGE EXAMPLE

Hi (Name),

Thanks for connecting with me.

I wondered what your business goals were regarding X and Y and whether your current Z provisions address these?

To introduce [your company name], we are a local [type of company] that specialises in providing X, Y, Z for businesses. We've worked for company A, company, B and company C in helping them to do X, Y, Z. They've found us invaluable in helping them overcome common issues such as X and Y that businesses face daily.

So we can get to know you and your business more and understand any concerns over X, Y, Z, would you be interested in a quick call next week?

XXXX

XXX TELEMARKETING SCRIPT

Can I speak to xxx please? [*If DM not available: When would be the best time to get hold of them? Do they have a mobile I could get them on? If asked the reason for the call: It's about xxx. If asked for further details: They've connected with my director, xxx, on LinkedIn. I wanted to say hi and thank them for the connection. Are they available at the moment?*]

When put through: Hello xxx, its xxx calling on behalf of my director, xxx from xxx. You recently connected with xxx on LinkedIn. He really values his connections and wanted to explore this to find out more about your business. Is now a good time? [*If no, ask what a better day for them would be.*]

If yes, explain: To refresh your memory, we provide competitively-priced laser cutting with an emphasis on quality and fast turnaround to organisations across the UK, including xxx and the xxx. What we tend to find is that the people who accept xxx's connection have done so because they've recently experienced laser cutting outsource issues or have a project coming up that they need assistance with. xxx wondered if you outsourced your laser cutting at all and what issues you are facing at the moment?

Questions to ask: Do you have any laser cutting projects coming up? Are you looking at reshoring at the moment? Do you require folding in addition to laser cutting? Do your components require painting or powder coating? What about press tool manufacturing and production?

The reason I ask is that we have over 14 years' experience of providing sub-contracted laser cutting and folding to businesses across the UK. xxx wondered if you would be interested in his colleague xxx popping along to see you to tell you more about our facilities including our CNC machinery services and the type of work we can handle. He can also talk to you about our ancillary services such as painting and powder coating, and press tool manufacturing and production. When would you be available to meet? **[F2F only]**

Qualifying questions: **BANT:** budget, authority, need, timescale?

- **Must be face-to-face** – ideally at xxx's premises so the prospect can see their setup.
- **Budget** – must spend £25k or over per annum. This can be made up of small orders or one project a year. Must be regular work!
- **Authority** – make sure that you ask if anyone else needs to be present, as often both the buyer and the technical engineer will be there.

- **Need** – they will either already be outsourcing laser cutting or have a project coming up with a laser cutting element.
- **Timescale** – most should fall within 6 months; however, it can be up to 12 months away or longer, depending on the project. If longer, they must have an upcoming project or need. Don't book a meeting if they are just looking for a backup!

[If no to meeting or further chat, ask if they would like some information on xxx and confirm/get email address. Obtain permission to call to update in the future.]

[Client contact details]