

TOP PERFORMING SEQUENCE

This document is an example of how the perfect campaign scheduled via Growbots should look like. We invite you to see our best sequence that we tested and based on the experience of our sales team. Of course, each message should be tailored to your business, but this is how we would use it to sell Growbots.

1st message - the first email of the campaign

The image shows a screenshot of an email draft in a 'New Message' window. The subject is 'Chris Zawisza (Growbots)'. The body of the email is as follows:

Hi Chris,

I was going to reach out to your CEO, but realised that you, as a **Head of Sales**, are a better point of contact regarding this.

Are you responsible for outbound sales @ Growbots?
I am asking because we've developed a solution that automates the two key parts of the outbound process, prospecting and email outreach, "increasing remarkably the flow of outbound leads" in companies like yours (G2Crowd review).

Will you (or somebody from your team) find 16 mins next week to explore it? On the call, we'll provide you with a pack of leads matching your criteria so that you can check the quality of our data right away.

Best,
Greg Pietruszynski
CEO & Founder @ Growbots.com

PS. If you don't want to hear from me anymore, please let me know.

Annotations on the left side of the email:

- personalized job position ←
- personalized in a business context ←
- the benefit ←
- giving two ways out ←
- use an opt out to make sure people won't mark you as spam ←

Annotations on the right side of the email:

- smooth transition →
- clear CTA →

The bottom of the window shows a 'Send' button and icons for text formatting, attachments, and a plus sign.

2nd message - sent 1 day after

The image shows a screenshot of an email composition window titled "New Message". The subject line is "Subject: Re: Chris Zawisza (Growbots)". The main body of the email contains the following text:

Just in case I wasn't clear enough re expectations: **this would be a live screen-sharing demo:** we'll run a test campaign, according to your specific use-case and walk through the system end-to-end. Plus, if it makes sense, I'd also provide you some free leads for personal testing, no strings attached.

Feel free to book a time that works best for you directly into our calendar -- {{calendly}}

Greg

Sent from my iPhone

At the bottom of the window is a "Send" button and icons for text formatting, attachments, and a dropdown menu.

Annotations on the left side:

- "straight forward" with an arrow pointing to the first paragraph.
- "human touch" with an arrow pointing to the "Sent from my iPhone" text.

Annotation on the right side:

- "try to sell the demo, before you sell the product" with an arrow pointing to the bolded text in the first paragraph.

3rd message - sent 6 days after previous message

New Message — ×

Subject: Re: Chris Zawisza (Growbots)

Chris, I understand you're busy, but let me convince you that this conversation is worth your time: → a lot of value with social proof

- We have more than 600 happy customers (you can check out some of their love and case studies here: www.growbots.com/customers)
- It's so dead simple that one person alone is able to set up 20 meetings a day
- "The thing I really like about Growbots is that the tool is easy to use and that it's a massive time saver."
- "Using Growbots, I don't worry about prospecting or lead generation, I just close deals"
- We ourselves are the best example of Growbots effectiveness - we grow our revenue 20% MoM using our solution only!

Chris, we'd need no more than 15 minutes of your time. As a bonus, we'd attach a pack of 30 free prospects so you could check out their quality! How about Thursday? → no-bullshit approach

Best,
Greg Pietruszynski
CEO & Founder @ Growbots.com

{{calendly}} <--- Book a meeting here! → super easy to book

Send | A | 📎 | + | ▾

4th message - the break up email - sent 4 days after previous message

New Message

Subject: Re: Chris Zawisza (Growbots)

Chris, I'll stop bothering you after this email, since you clearly have doubts about our product, but let me tell you one last thing: → last try

We honestly care to see if our solution would be a fit for you. It's in our best interest not to push you to buy something that won't work for Growbots. → respecting your customer

We run multiple demos daily for all kinds of companies, and for some of them, it simply can't work. For others, it's a GAME CHANGER. → final shot

Isn't dedicating 20 minutes of your time to exploring the possibility to change your game worth it?

Best,
Greg Pietruszynski
CEO & Founder @ Growbots.com

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