



## Outreach on Outreach: Best in Class Customized Outbound Email Template

Step #1 Template  
Type: New Thread  
To:  
Cc:  
Bcc:  
Subject: connect?

Hi {{first\_name}},

I saw on your LinkedIn that {{! ENTER RELEVANT DETAIL FROM LI PROFILE THAT SHOWS YOU DID RESEARCH}} and I would love to help you {{!INSERT VALUE POINT HERE}}

We can get your team [to their end goal, i.e. “selling more”]. [Our company provides this differentiating value, i.e. “Outreach is a sales engagement platform that automates the non-selling activity that keeps your team from hitting their number”]. Based on what I understand about {{company}}, you would see an extremely high ROI from [our company]...

We need to meet!

I have time {{weekdays\_from\_now 1}} or {{weekdays\_from\_now 2}} pretty much all day. When works for you?

Thanks in advance,

{{sender.first\_name}}