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# How to Write Effective Prospecting Messages

Supplement to [Seller Prospecting Growth Project Guide](#)

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This document contains frameworks and tactics that sellers can use to craft effective prospecting messages across the following channels:

- [Email messaging](#)
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# Effective email messaging

Direct sellers should follow these three principles when building prospecting emails:

- **Be quick and contextual.** Contacts decide in seconds whether to engage or not. Craft your messages to be concise, aiming for around 100 words or less. Start by clearly stating your purpose for reaching out, focusing on how your product or service addresses specific challenges that are relevant to the buyer persona. Also, consider driving urgency by referencing a trigger event, e.g., organizational changes, market trends, technology advancements, etc.
- **Be relevant and value-driven.** Avoid generic sales pitches. Tailor your messaging to address challenges specific to their role. Give prospects reasons to engage and demonstrate how you can help by focusing on *their* objectives, as they align to their company's key initiatives.
- **Be strategic with a clear offer.** Your messages should have a clear purpose, whether it's to schedule a meeting, seek a referral, or something else. Encourage the prospect to take the next step for delivering them with an appealing offer. Frame this experience as an opportunity for them to learn more about you can help address their company's key initiatives.

## Grab the reader's attention with a subject line that's:

- **Honest.** Don't bait and switch, be clear about the content of your message.
- **Concise.** Target 5 – 7 words (30 – 40 characters), keep it short and enticing.
- **Action-oriented.** Be prompt, drive urgency, and leverage relationships and the fear of missing out.



# Prompt phone/voicemail messaging

Sellers should follow these tips when calling and leaving voicemails for prospects:

- **Keep the length between 20-30 seconds.** The ideal length is long enough to pique interest and short enough to be heard.
- **Lead with relevant information.** Avoid starting the call with your name. As soon as a prospect recognizes it's a sales pitch, the voicemail is deleted.
- **Use a normal tone of voice.** Ditch the fake excitement. Slow down and avoid sounding desperate.
- **Leave voicemails at the end of the day.** Studies have shown response is better if your prospect gets the message "last thing."
- **End the call with your name and phone number.** Repeat it.

If you happen to catch your prospect on the phone, don't panic. Follow these steps in the moment:

1. **Start by acknowledging the call is unexpected.** Inform the prospect that you're not prepared for a discussion at the moment, but you're interested in exploring the possibility of speaking later.
2. **Pause and give the prospect a moment to respond to whether or not they're ready to speak now.** Even if it feels awkward, wait for the prospect to agree to speaking before proceeding.
3. **Provide some context for your call and express your reason for reaching out.** Briefly mention the content of your email or LinkedIn message as a reference point.
4. **Inquire about the prospect's availability for a future meeting.** Make an effort to schedule a follow-up meeting before concluding the call.



# Social media/LinkedIn messaging

Many social media platforms offer direct messaging, but none are as critical to B2B sellers as LinkedIn. LinkedIn and its purpose-built tool for sales, Sales Navigator, allows sellers to directly engage with buyers on the platform.

Similar to email, effective InMail is:

- **Quick.** Messaging should be easily read on desktop or mobile applications. LinkedIn recommends using no more than 500 characters.
- **Relevant.** Ensure the content is highly personalized. This is a great moment to find and convey the “show-me-you-know-me” sentiment.
- **Strategic.** Take advantage of the medium and keep your content goal-focused. Social media messaging is less crowded than email and often connected to personal email too.

## Messaging examples from LinkedIn that demonstrate the show-me-you-know-me sentiment:

- “Congrats on your recent [promotion/new role]!”
- “Congrats on your recent [degree/certification]!”
- “Nice work on your [project/professional accomplishment]!”
- “Regarding your article in the news...”
- “Regarding your recent LinkedIn post...”
- “Regarding your [company/industry] in the news...”
- “[Your colleague] suggested I reach out.”

