

To: *[Prospect Name]*
Title: *[Prospect Job Title]*
Company: *[Company Name]*

Dear *[Prospect Name]*,

I have been following *[Company Name]*'s recent *[Growth Milestone/News Event/Product Launch]*. Given your focus on *[Specific Department or Strategic Goal]*, I am writing to share how we have helped organizations like *[Competitor or Similar Firm]* achieve *[Specific Metric, e.g., 25% revenue increase]*.

Based on my research, it appears your team may be navigating *[Specific Industry Pain Point]*. In my previous role as *[Your Current/Past Title]*, I specialized in:

- *[Core Competency 1: e.g., Scaling enterprise sales teams]*
- *[Core Competency 2: e.g., Optimizing GTM strategy for SaaS]*
- *[Core Competency 3: e.g., High-value contract negotiation]*

I would appreciate the opportunity to discuss how my background in *[Industry/Niche]* can contribute to *[Company Name]*'s expansion goals. Are you open to a 10-minute introductory conversation next *[Day of Week]*?

Best regards,

[Your Full Name]
[Your Phone Number]
[Your LinkedIn Profile URL]