



TACTIC TOOLKIT

8 Emails Frameworks: Prospecting to Close

Lavender x 30 Minutes to President's Club

What's going on folks! It's Armand from 30MPC, crashing the Lavender party.

We've got a killer set of emails for you today. And guess what, for each of them, here's how it's gonna go:

8 Step-by-Step Emails Broken Down:

The Framework:

The key ingredients to nailing that email.

The Example:

An example of what it looks like in action.

The Lavender Score:

How this email stacks up on a 0-100 scale.

The Prospecting Email Line-Up



Armand's 3x3 email: Our fan favorite prospecting email.



Customer job change: Your key to booking the hottest leads: previous customers.



The breakup: When you're out of options, your last shot at a reply.



Objection: No budget / economic factors: The most common objection you'll get today.

Mid-Sales Cycle

1

Pre-meeting agenda:
You've got a meeting, set the stage.

2

Recap email:
You nailed a meeting, capture the moment.

3

The executive recap: Keep that executive in the loop on all the action.

4

Mapping out steps to close: Don't drop the baby - handhold your deals step-by-step.

And just for fun, the subject of today's emails will be...



Today's prospect is...

Will Allred from Lavender, featured as Lavender(Co) to avoid confusion because...



LAVENDER

We're selling him...

Lavender of course! It's so good, why wouldn't he buy it twice?

Prospecting Emails

Use these to generate more pipeline than you know what to do with!

Email: Armand's 3x3 prospecting Email

Great prospecting emails are short, punchy, and problem-centric. The 3x3 email is an email that should be 3 bodies of text, no longer than 3 lines each, when read on your phone!

Email Framework

There are 3 steps to nailing the 3x3 email:

Problem: Start with what you know about them and what problem they might have.

Solution: Explain how you solve that problem in as briefly as humanly possible.

Ask: Leverage a low-friction call-to-action. There are 3 steps to nailing the 3x3 email:

Tips from Will Allred at Lavender:

- Avoid commas.
- Use short, common words.
- Focus on starting conversation > conversion.

Example

Subject: Healthgrades to Lavender

Hey Will,

At Healthgrades, I'm willing to bet you tested a lot of emails. Building a new rev stream doesn't come with a playbook.

With Lavender, you can tap into millions of emails as you write. We'll guide you to write your best emails.

Worth seeing if it can get you more replies?

- Armand

Lavender Score: 97

Email: Prospecting a customer who joined a new company

The hottest leads are the customers who've joined another company. But tread carefully, pitching off the bat when they're starting a job can give prospects a bit of pause.

Email Framework

Here's what to do when you've got a customer who's joined a new company that's in your patch:

Congratulate: They just got a new job, start there before you ask them to buy something!

Connect the Dots: Share the context that they used your tool.

Push Away Ask: Don't fight for the meeting now - show some EQ and get the hold nailed down a few weeks out.

Tips from Will Allred at Lavender:

- Use warm familiar tones.
- Don't overwhelm with follow up (wait for new trigger).
- Don't shy away from asking about their experience w/ your company.

Example

Subject: Sorter to Lavender

Hey Will,

Congrats on the new gig! Looks like you've got an awesome team there at Lavender(Co).

Question for ya: I know you're still getting settled. As you get a feel for it, I'd be curious to hear if you're seeing the same things that led to you being a customer at Sorter.

Opposed to me throwing a time on the calendar a few weeks?

Cheers,
Armand

Lavender Score: 97

Email: The “bye for now”

There was a time when cheesy, unprofessional break-up emails were all the rage. We prefer to keep it short and professional, but leverage loss aversion to let a prospect know that if they’re gonna reply, they should do it now.

Email Framework

The keys to a good breakup email are:

Acknowledge: Acknowledge that you haven’t heard back yet and take the blame.

Why you’re reaching out: Explain the reason you were reaching out in the first place.

Ask for them to correct you: Use the fact that you’re going to reach out in a few months to trigger the rejection (aka, the truth) now.

PS: Push for delegation if they aren’t going to reply.

And **stop** selling. Get to the truth.

Tips from Will Allred at Lavender:

- Use tentative tones (ex. guessing this isn’t, might, if I’ve got it all wrong, would be).
- Reiterate the reason you reached out.
- Show your research when you ask for a referral.

Example

Subject: Bye for now?

Hey Will,

Reached out a few times - guessing this isn’t a focus right now?

As you hire for a lifecycle marketer, I thought you might be revising your SalesLoft templates.

If I’ve got it all wrong, feel free to correct me. For now, I’ll chalk it up to my timing being off and stop my outreach.

PS - If Jen would be a better person for this, I can reach out to her. Depending on the org, I’ve seen this fall under marketing.

Lavender Score: 93

Email: Objection - no budget or economic factors

In today's market, the dreaded budget objection comes up daily. There's a way around it - and that's by joining the objection and reducing the weight of the commitment from the prospect.

Email Framework

In a 30MPC tactic teardown, Josh Braun walked through a simple framework to handle any email objection:

Join the resistance: Agree with the objection and explicitly call out the concern.

Pile it on more: Keep going!

Ask for the future: Leverage a low-friction CTA to take a look for when budgets free up.

PS: Leverage a humanizing PS, just like we did in the last email.

Tips from Will Allred at Lavender:

- Put their guard down early
- Use Social proof
- Tentative tones are gold

Example

Subject n/a. Reply to previous thread.

Sorry, that must have come across like a lot.

I'd be shocked if you had budget laying around for strangers.

Given your team's growth, I thought timing might be right to start the conversation.

I know this is a big ask, but would you be opposed to reviewing what your options are?

I find a lot of VPs of Sales want to stay ahead of the curve for when their budgets free up in the future.

PS: I might have a few questions. But, this would be a pitch-free, no-ask, purely educational type of thing. No worries if now's not the right time :)

Lavender Score: 91

Mid-Sales Cycle Emails

Don't drop that pipeline! Use these emails to drive deals forward.

Email: Pre-meeting agenda	
Email Framework	Example
<p>Everyone's happier when expectations are aligned upfront. When you set a pre-meeting agenda, you're able to prevent a call from going off the rails by giving the prospect the ability to disagree with a call structure before the call begins. Plus, it's a great way to suss out no shows before they happen.</p> <p>Here are the ingredients to solid pre-meeting agenda:</p> <p>Subject Line: Simple formula for mid-funnel subjects {your company name}: {what the email is about}</p> <p>List out the call components: Restate why the meeting is happening. Lean on the research that got you there, or what you've discovered from prospecting.</p> <p>Give & Take: Show this won't be an interrogation - it'll be a give & take.</p> <p>Include empty bullets: Make it explicitly obvious that this is a shared agenda.</p> <p>Ask them to drive: The more they share before the call, the more you can prepare!</p> <p>Tips from Will Allred at Lavender:</p> <ul style="list-style-type: none">• Prime them to add ideas early.• Don't skip this... people love having expectations set.• Don't let that subject get lost. The formula provided is built for how buyer's scan inboxes.	<p>Subject: Lavender: Our Call Tomorrow</p> <p>Hey Will,</p> <p>Given the new focus on personalization, I'm looking forward to our call. Any thoughts on the agenda?</p> <p>Agenda & Introductions</p> <ul style="list-style-type: none">• Hear about your email process today.• Share what we've learned from teams with similar processes.• _____• _____• Quick demo (if it makes sense).• Next steps. <p>Let me know what we should add to fill in the blanks!</p> <p>- Armand</p>
Lavender Score: 95	

Email: The recap

The recap email is one of the most important... but also most repetitive parts of wrapping up a discovery call. This also has a high chance of getting shared throughout the org, so put the most critical elements up top knowing that this will have multiple sets of eyes on it.

Email Framework

Here are the keys to a great recap email.

Subject Line: Clearly label the email as a recap. Know that this email gets forwarded more than most as an executive summary.

Don't waste your intro (BLUF): BLUF: Bottom line up front. This is the perfect place to create the executive summary for the rest of the email.

Action Items Upfront! Don't leave them at the bottom of the email. If you want them to take action, put that FIRST. And put names to 'em.

Key Problems to Solve: Phrase the top 3-4 things you learned in terms of the problems they want to solve or things they'd like to do better. Do NOT make it about your product or solution.

Ask: Anything we miss?

Tips from Will Allred at Lavender:

- Just because you're using bullets doesn't mean you have an excuse to be long winded. Short choppy sentences. Less is more.
- Your BLUF needs to be shareable. If it's forwarded to an exec - do they know exactly what problem you're going to help with?

Example

Subject: Lavender: Recap

Hey Will,

Great call. With 5 new SDRs coming on, let's make sure they get on the same page w/ your top performers.

Included a quick recap, but looking forward to our next call on MM/DD:

Next Steps:

- Will: Add Jane to the deep-dive demo next week.
- Armand: Prepare a proposal for the backhalf of the call.
- If this goes well: Discuss vendor review process if things go well.

Recap: What's Important to Will?

- Hiring: Hiring 5 SDRs this year and want to control quality of messaging.
- Performance: Seeing big attainment deltas between the top and bottom SDR - want to replicate the email tactics of the best.
- Volume -> Quality: Asking our team to slow down and go deep in accounts, so let's give them the tools to do it.

Anything I miss?

- Armand

Lavender Score: 91

Email: The executive recap

If you started your sales cycle with an executive, but now you're working with a champion, don't leave that exec behind! Stay threaded with that executive and give them 1:1 updates. And the best part: if they don't stop you from running the deal cycle, they're implicitly opting-in.

Email Framework

Here's how you modify your standard recap email to fit the bill for the executive:

Triage-Friendly Subject: Make it a name they know & tie it to your company for an easy search.

Praise the champion and explain why you're here: You want your champion to be comfortable with your 1:1 exec relationship, so sing their praises. Then explain why you're talking because they might not be in the loop on the sale.

Preview the next step: Let them know how you're progressing the deal forward.

Highlight that this is a no-ask email: Tell them that you're purely keeping them informed.

Recap the discussion: Include the same bullets you had in the previous email unless they're technical. Keep them focused on the business impact (which these are).

Tips from Will Allred at Lavender:

- Use their direct reports name in the subject / first few words. This is friendly to how they use their inbox.
- Quickly show exactly what problem you're looking to help with.
- Don't be afraid to ask if there are competing priorities.

Example

Subject: Lavender: Working w/ Will

Hi Will's Big Scary Boss,

We caught up with Will the other day, he's stellar.

Sending you a quick update:

Given Will's new headcount, we're working to see if we can level them up faster in email.

We're meeting with the team again next week. We'll come back to you with a formal presentation and proposal.

No action required, but here's a recap of our conversation to keep you in the loop:

- **Hiring:** Hiring 5 SDRs this year and want to control quality of messaging.
- **Performance:** Seeing big attainment deltas between the top and bottom SDR – want to replicate the email tactics of the best.
- **Volume -> Quality:** Asking our team to slow down and go deep in accounts, so let's give them the tools to do it.

Anything else you want to make sure we cover?

- Armand

Lavender Score: 91

Email: Mapping out steps to close

You're almost there. Don't drop the baby at the finish line. Map out every step in a mini-Joint Execution Plan (JEP) or mini-Mutual Action Plan (MAP) so it's crystal clear who needs to do what.

Email Framework

Here's how to map out the steps to close:

Go-Live / Sign-Date First: Start with their target signature date at the top.

Bucket and Bullet the Steps: Take the major components of the path to signature, and categorize them by bucket.

Assign Owners and Dates: Let no action go without an owner or due date.

This is going to be a longer email. So using R/ Y/G lights, bold, underlines, and colored callouts to layer in the complexity is key.

Tips from Will Allred at Lavender:

- Short choppy sentences make it easier to read.
- Avoid complicated jargon where you can.
- Bolding and formatting help.

Example

Subject: Lavender: Go-Live Plan





Will,

We're thrilled to get your team emailing like machines. I bet they'll be as good as that Will Allred guy in no-time ;)





Plan is to go-live target by **MM/DD**. To do this, we'll need to get a signature by **MM/DD**.

Here's what we discussed live, with explicit callouts for you in **blue**.

Legal

-  MM/DD (Armand): Provide Order Form, MSA, and DPA for legal review.
-  MM/DD (Will): Return first comments on the above. **How's this looking?**
-  MM/DD (Armand): Return final comments on docs.
-  MM/DD (Both): If needed, pre-schedule call with legal to finalize redlines.

Security

-  MM/DD (Will): Share security questionnaire with Lavender team.
-  MM/DD (Armand): Complete security questionnaire, provide SOC II report. **I shared the SOC II, almost done with the questionnaire.**
-  MM/DD (Will): Review questionnaire answers with InfoSec team.
-  MM/DD (Both): If needed, pre-schedule call with security and Lavender(Co) CISO to conclude security review.

Anything I miss?

- Armand

Lavender Score: 93

And that's a wrap folks!

If you haven't already checked out Lavender... what are you waiting for? Sheesh, you probably wouldn't have even needed these emails.



Kidding. But actually, check it out.

Writing killer emails is critical on your path to President's Club.

Let's get you there.

