



Industry Peer: The 4 Opening Touches

Owler x 30 Minutes to President's Club

What's going on folks! It's **Armand** crashing the Owler party.

One of the most common reasons you get rejected is because the prospect thinks you're a rando. In other words, you don't work with anyone like them.

But the reality is, **9/10 times that's not true**. You just referenced customers that are entirely irrelevant to your prospect, but have common threads to their company. However you **probably** have at least one customer where your prospect is their industry peer, in the same investor portfolio, or is even a direct competitor.

So we're gonna break down the opening prospecting touches, **assuming we're prospecting into Captain America, and Iron Man is our customer**.

Here's what's inside:



The Opening Email



The Opening LinkedIn Touch



The Opening Cold Call



The Opening Voicemail

About Owler, which is what we'll be selling today

When you're tearing through your territory, it can take eons to research all of your accounts, only to find that your prospect's world changed by the time you finally sent an email.

Owler surfaces critical intel on your key accounts – maybe one of your customers is a competitor to the prospect, or maybe your prospect just made headlines.

With that intel, you'll have more juicy insights than you could imagine to fuel your next prospecting email or give you talking points for the first 5 minutes of a discovery call.

If you like what you see, start following accounts and contact for free with [Owler Max](#).

The Touches

Use these touches to win your next deal today!

The Opening Email (AKA The 3x3 Email)	
<p>Great prospecting emails are short, punchy, and problem-centric. A 3x3 email is an email that should be 3 bodies of text, no longer than 3 lines each, when read on your phone.</p> <p>We'll put the competitor in the subject line to drive the open rate up, but keep the first paragraph focused on the prospect's common problem they share with industry peers.</p> <p>Then, use the competitor to show the results and drive to the ask.</p>	
Template	Example with Owler
Subject: [Prospect] x [Competitor 1, 2]	Subject: Captain America x Iron Man
<p>Hey [prospect],</p> <p>When you're [common situation], other folks in [industry] find it to be a [common problem].</p> <p>So, we solve that by [one-sentence solution] for companies like [competitor].</p> <p>Open to seeing if we might be able to help you too?</p> <p>- [name]</p>	<p>Hey Captain,</p> <p>When you're trying to chase down Thanos, half the battle for other Heroes we work with is just finding out the latest information on the fiend.</p> <p>So, Owler helps heroes like yourself and Iron Man find everything they need about their key accounts like Thanos so they can spend time fighting him, not researching him.</p> <p>Opposed to taking a look?</p> <p>- Armand</p>

The Opening LinkedIn Touch

We recommend sending a blank LinkedIn connection request to your prospect as the first step in your outreach. Once they've accepted, **don't connect and pitch**. Instead, keep the note insanely short and leverage the industry peer to pique the interest and drive them back to the email.

Note: This should come **after you've sent a blank LinkedIn invitation**.

Template	Example with Owler
Hey [prospect] – sent you a note the other day because we work with [competitor] and thought we might be able to help you too. Happen to see my note?	Hey Captain – sent you a note the other day because we work with Iron Man and thought we might be able to help you too. Happen to see my note?

The Opening Cold Call (AKA The Heard the Name Tossed Around Opener)

This situation is the classic case for the “Heard the Name Tossed Around” cold call opener. Lead with the context and lead with the fact that you're not a rando, then ask if they've heard your name tossed around.

Template	Example with Owler
Opener: Hey [prospect] - we work with a few fellow [industry] companies like [competitor]. It's [name] at [company]. Heard our name tossed around? If they say yes (rarely happens and that's fine): Awesome, what'd ya hear? If they say no: Oh, that's odd. Well, could I get 30 seconds to tell you why I called and then you can tell me if this is even moderately relevant?	Opener: Hey Captain - we work with a few fellow heroes like Iron Man. It's Armand at Owler. Heard our name tossed around? If they say yes (rarely happens and that's fine): Awesome, what'd ya hear? If they say no: Oh, that's odd. Well, could I get 30 seconds to tell you why I called and then you can tell me if this is even moderately relevant?

The Opening VM

If they don't answer, you're gonna take a very similar approach to the opening LinkedIn touch where you're not going to sell in the voicemail.

Instead, lead with the context and competitor, then drive back to the follow-up email.

Template

Opener:

Hey [prospect], we work with a few other [industry] companies like [competitor].

No need to call me back, I'll send you a note after this and if it's a waste of time, just reply back not interested.

It's [name] from [company], cheers!

Example with Owler

Opener:

Hey Captain, we work with a few other heroes like Iron Man.

No need to call me back, I'll send you a note after this and if it's a waste of time, just reply back not interested.

It's Armand from Owler, cheers!

And that's a wrap folks!

Here's where you can get more of where that came from.

Those emails and calls aren't gonna magically appear in front of prospects, **so go put 'em to work!**

And if you wanna spend more time doing that instead of researching accounts, you really oughta check out Owler Max. It's a pretty sweet tool and you can try it free [here](#).

Cheers,
Armand x the Owler team

