



Vin Matano's 5 Emails from Prospecting to Close

Vin Matano x 30 Minutes to President's Club

What's going on folks! It's Vin Matano crashing the 30MPC party.

It's not just about email **prospecting**. Alongside our two-part episode special, we're giving you **5 emails from prospecting to close** that you can use to set your next meeting, welcome new stakeholders to a demo, multithread across an organization, and wake opportunities up when they go dark.

Five Emails from Prospecting to Close:

1

Low Personalization Email: Your prospect's LinkedIn profile is bare. Now what? Send them this low personalization email. Why does this work? Because it's short, easy to read, and has a low-friction ask.

2

Promotion Email: Your prospect just got promoted. Send them this.

3

New Stakeholder Email: Your champion just added a new stakeholder to your demo. Now what? Send them this.

4

Multi-thread Recap Email: After you send your recap email to all attendees, break off and send this 1:1 email to each stakeholder.

5

Ghosted Email: You run a sales cycle only to be ghosted. You follow-up with relevant resources a few times and no response. Try this.

About Vin Matano

Vin Matano is a former SDR turned Sr. Account Executive at Demandbase. During his time as an SDR, he won SDR of the Year 2x and sourced over +\$6M in Closed/Won revenue. Now as an AE, he uses his prospecting skills to generate his own pipeline, making President's Club in back-to-back years.

Known for his "Day in the Life in Tech Sales" videos, he has also grown his social profiles to 40k combined followers in under 6-months.

If you like what you see, get more of Vin by following him on [LinkedIn](#) and [TikTok](#).

The Emails

Use these emails to win your next deal today!

Email: Low-Personalization	
Your prospect's LinkedIn profile is bare. Now what? Send them this low personalization email. Why does this work? Because it's short, easy to read, and has a low-friction ask.	
Bonus: Add personalization to line 1 to grab the prospect's attention.	
Template	Example
<p>{{first.name}}, as a {{role}} leader, curious how {{responsibility}}?</p> <p>If I can {{improve current workflow}} would it be worth a conversation?</p> <p>Either way, {{personalize}}!</p> <p>{{sender.first_name}}</p>	<p>Armand, as a Sales leader, curious how your reps prioritize which accounts to reach out to?</p> <p>If I can create a list for your team of Accounts researching competitors like Salesforce would it be worth a conversation?</p> <p>Either way, congrats on recently being named Top Sales Coach!</p>

Email: Promotion	
Your prospect just got promoted. Send them this.	
Template	Example
<p>{{first.name}}, to celebrate your promotion, I wanted to send {{gift}}.</p> <p>As the {{new.title}}, you must care about {{goals}}.</p> <p>{{value prop}}</p> <p>Given your new responsibilities, think this is worth a closer look?</p> <p>Either way, enjoy {{gift}}!</p>	<p>Armand, to celebrate your promotion, I wanted to send a bottle of wine!</p> <p>As the Head of CX, you must care about driving retention.</p> <p>Demandbase can alert your AMs when customers are researching competitors like Salesforce.</p> <p>Given your responsibilities, think this is worth a closer look?</p> <p>Either way, enjoy the wine!</p> <p>Vin</p>

Email: New Stakeholder	
Your champion just added a new stakeholder to your demo. Now what? Send them this email 1-2 days prior to the call. Use this meeting to share your POV on how you can help and pull out anything they might want to cover ahead of the call.	
Template	Example
<p>Hi {{first_name}}, looking forward to our call {{date}}!</p> <p>Given your role as {{role}}, I'm sure you'd like to understand how {{your company}} can help {{main thing you help with}}.</p> <p>If not, is there anything specific you'd like to see?</p> <p>Either way, I'm including an overview of {{your company}} below in prep for tomorrow's call!</p> <p>{{sender.first_name}}</p>	<p>Hi Armand, looking forward to our call Monday!</p> <p>Given your role as VP of Sales, I'm sure you'd like to understand how Demandbase can help generate pipeline.</p> <p>If not, is there anything specific you'd like to see?</p> <p>Either way, I'm including an overview of Demandbase below in prep for tomorrow's call!</p> <p>Vin</p>

Email: Multi-thread Recap

After you send your recap email to all attendees, break off and send this 1:1 email to each stakeholder. Use this to answer any unresolved questions, pull direct quotes from your prospect, and leave resources behind.

Template	Example
<p>Hi {{first.name}}, it was great meeting you and learning more about your role as {{title}}!</p> <p>You mentioned one of your main goals was {{insert quote from the call}}?</p> <p>In the meantime, here are a few resources that may help create value:</p> <p>{{Resource 1}}</p> <p>{{Resource 2}}</p> <p>I'm happy to hop on a separate call to dive deeper on how we can help support {{key initiative}}.</p> <p>Would that be helpful?</p> <p>{{sender.first_name}}</p>	<p>Hi Armand, it was great meeting you and learning more about your role as VP of Sales!</p> <p>You mentioned one of your main goals is aligning Sales and Marketing, so I just wanted to make sure we covered everything you wanted to see?</p> <p>In the meantime, here are a few resources that may help create value:</p> <ul style="list-style-type: none">• Overview of Demandbase• 5 Minute Demo of Demandbase <p>I'm happy to hop on a separate call to dive deeper on how Marketing can better support sales.</p> <p>Would that be helpful?</p> <p>Vin</p>

Email: Ghosted

You run a sales cycle only to be ghosted. You follow-up with relevant resources a few times and no response. Try this.

This template is simple, but highly effective. I average a 56% response rate with this exact email.

Template	Example
<p>{{first_name}}, haven't heard back from you since {{date}}. Did I miss a step somewhere? Let me know, {{sender.first_name}}.</p>	<p>Armand, haven't heard back from you since June. Did I miss a step somewhere? Let me know, Vin.</p>

And that's a wrap folks!

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

Those emails aren't gonna use themselves, **so go put em to work!**

And if you liked where these came from, check out more of my stuff on [LinkedIn](#) and [TikTok](#).

Cheers,

Vin Matano

