

E-mail

E-mail

Finding the right person to speak to in organisations

swipe file

Hi (Name),

I'm hoping you could help me, I am looking for someone (insert your ideal client).

Would you mind pointing me towards the right person?

Thanks
(Your Name)

To: kevin@abccompany.com

From: penny@pennycomins.com

Hi Kevin,

I'm hoping you could help me, I am looking for someone in charge of business intelligence strategy.

Would you mind pointing me towards the right person?

Thanks,
Penny



E-mail

Asking for a referral from your personal network

swipe file

Hi (Name)

How are you getting on? Congrats on (insert an achievement or something you know of them).

Can you help me (Name)? I have (insert number) spaces on my (insert product or program) that have opened up. It is a program for (insert your ideal client here). She is (insert examples of your ideal client needs, pains and pleasures). Do you know any woman like that?

(Insert friendly comment)

Thanks a million,

(Your name) x

To: aaron@abccompany.com

From: penny@pennycomins.com

Hi hi!

How are you getting on? Congrats on the engagement and having such epic photos taken. It was totally awesome!

Can you help me Aaron? I have 2 spaces on my Biz Builder Program that have opened up. It is a program for action taking woman who want to get their business off the ground. She is sick of struggling, wants to do things once and right. She is looking for success yet not quite sure she can have it nor just how to get there. She is ready for the support to accelerate her timeline. Do you know any woman like that in the US? I am looking to grow my US client base.

When are you coming back down under too?

Thanks a million,

Penny x



E-mail

swipe file

Replying to being Referred

Hi (Name),

Thank you for connecting us!

Great to connect with you (name of person referred to you). I would love to know more about your business and what you are needing support with. What works best for you; phone or email?

I am available (insert time) and (insert second time).

Can't wait to connect.

(Your name) x

Then don't forget to send a operate email to the referral (in this case Lynda) and thank her. A referral gift is always awesome to send when the person becomes a client. I love sending flowers.

To: lynda@abccompany.com

From: penny@pennycomins.com

Hi Lynda,

Thank you for connecting us!

Great to connect with you Marie. I would love to know more about your business and what you are needing support with. What works best for you; phone or email?

I am available today at 3pm and tomorrow at 4pm.

Can't wait to connect.

Penny x



SHOW GENUINE
INTEREST.

PEOPLE
love
TO BE
loved.

- Penny Elliott