

# Client On-Boarding



# Campaign Strategy

1

Standards ICP (Geo, Size, Industry) and Personas (Title, Level and Function)

2

Hitting FOLLOWERS of their competitors or partners

3

Hitting companies looking to HIRE for certain positions (that could be relevant for their sales cycles)

4

Hitting companies with certain TECH stack

5

Hitting their CHAMPIONS using both options (tracking customer contacts that have moved on OR tracking Personas that were working at their customer accounts)

6

Hitting Decision Makers that have RECENTLY JOINED their ICP companies (they tend to be more open to change)

# Messaging - LIA

Hey {firstName}!

Recently, we helped a 12-person SDR team using Outreach boost their open rates from 9% to 67% and reply rates from 5% to 23% by significantly raising their sender score reputation so their cold emails would go to the primary inbox and not the spam folder.

Can I share more details with you, or give me your email to arrange a short demo. 🥰  
[NEED LINKEDIN URL]

TOUCH 1

Any interest to explore? 🤔

TOUCH 2

Are you not intrigued?

TOUCH 3

# Messaging - EMY

Hey {firstName}!

Our 3rd party risk management platform helps make your 3rd vendor vetting process seamless by automating everything about vendor risk management – vendor onboarding, assessments, remediation, and more!

You simply have your vendor fill out one of our 600 vendor assessment templates with pre-set questions (or customize to suit your needs) and then review the detailed scoring report that includes cyber intelligence from the dark web and financial and reputational data.

Teams are seeing 3x productivity in identifying and mitigating tasks and have cut their hours spent handling vendor assessments in half!

TOUCH 1

Thoughts? 🤖

TOUCH 2

# Invoicing

We would be needing the following details for your AP contract:

- Name
- Email address
- Phone number



# Training - MRL User Coaching

1-2 days before launching, we will hold a 30-minute coaching session with your team to review what to expect and how to convert the MRLs into meetings and revenue opportunities.



High-converting, meeting-ready leads powered by AI



BOOK A DEMO »

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