

TAKEAWAY #10




How Brex Does Cold Emailing

“Good Artists Copy, Great Artists Steal” is what Pablo “Big Paint” Picasso used to say.

Like a great artist - we stole this sales tactic from Brex, and used it to close nearly \$500k in 2 days.

We used it for fundraising, but you can use it for pretty much any sales process that happens over email.




The Tactic



Matt Bowden <mattbowden@brex.com> [Unsubscribe](#)

to me ▾

03:16 (10 minutes ago)



Hi Vinayak,

My Chief Sales Officer asked that I reach out to you (see below).

For context, Brex is a corporate card designed for companies like yours. We don't require a personal guarantee, offer higher credit limits, and the best rewards program available on any corporate card offer.

Do you have a few minutes for a call this week or next?

[Book time on my calendar!](#)

Warmly,
Matt

----- Forwarded message -----
From: Sam Blond <sam@brex.com>
Date: Jul 16, 2020, 10:09 AM
Subject: Meeting with Vinayak
To: Matt Bowden <mattbowden@brex.com>


Hey, check out BiteSpeed. They're not on Brex yet and I think we can help them.

Can you try to set a call with Vinayak? Offer to waive card fees and get them on the accelerated rewards list if they are open to trying us out by the end of the month.

Sam
sam@brex.com
913-908-1544

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Matt Bowden



[405 Howard Street](#)
[San Francisco, CA 94105](#)
[brex.com](#)

This was genius because:

1. It feels special - it makes you feel like you've been handpicked for the offer from someone with authority (like the Brex head of sales)
- 2) It feels raw - being able to see a whole thread feels raw and real and not like a cold email at all
- 3) It feels friendly - all of the language in both of these emails and the transparency is v friendly, way more than normal cold emails

Here’s our version:

Hey [redacted]

Nice to meet you! Shaan saw that you signed up for the [All Access Fund](#) waitlist and wants to open up a spot for you to invest

Happy to share some more detail with you:

- To invest, you're required to be an accredited investor
- Here's a deck ([LINK](#)) that will walk you through the key points

Give the deck a read and let us know if you're interested in jumping in!

Thanks,
Ben

----- Forwarded message -----
From: **Shaan Puri** <shaan@allaccessfund.com>
Date: Wed, Sep 9, 2020 at 4:17 PM
Subject: Can you let [redacted] off the fund waitlist?
To: Ben Levy <ben@allaccessfund.com>

ben,

I saw that [redacted] signed up and his background looks really good for the fund (he helped grow [redacted] and has an exit under his belt:)

Can you reach out to him and offer him one of the spots that just opened up in the fund?

-shaan

Great artists steal - so keep an eye out for great tactics others are using...and try putting your spin on it!

Dive Deeper

[Read The Full Day 14 Post](#)