



B2B Buyers Expect 80% Personalization

Here's How to Actually Deliver It



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ELEMENT #1

A Real Trigger

"I saw your company just announced expansion into France..."

Reference something real: funding, hiring, leadership change. Show you actually looked.



ELEMENT #2

Their Actual Problem

Specific challenges outperform generic pain points every time. Research beats templates.



ELEMENT #3

Proof That Matters

One relevant case study beats a feature list. Make it relatable.



ELEMENT #4

Clear, Specific Value

"Save 6 hours weekly on research"

hits harder than "improve sales efficiency." Numbers beat adjectives.



ELEMENT #5

One Simple Ask

"Worth a 15-min chat Thursday?"

Not "I'd love to schedule a call to discuss potential synergies."



THE PROBLEM

Manual Research Doesn't Scale

You can't hyper-personalize at volume with manual work. Sales teams face a choice: generic mass outreach or quality that doesn't scale.



The Solution: AI-Powered Personalization

Let AI do the research. You do the relationship.

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