**Framework 1: Competitor Flip**

\*Hey (first name),

Saw you're using [Competitor] for [X]. Most teams like (feature/advantage).

But later, they want (achievable results) to help their (goal, team, etc, pain).

Is that something you’re starting to notice too?\*

Why this framework worked? This worked because it didn’t say the competitor was bad. It just showed why some people switch after a while.

Below an example

*\*Hey Mark,*

*Saw you're using [Competitor] for [X]. Most teams like how simple it is at first.*

*But later, they want more control and better tools to help their sales team grow.*

*Is that something you’re starting to notice too?\**

*This worked because it didn’t say the competitor was bad. It just showed why some people switch after a while.*

**Framework 2: Bold Insight**

\*Looks like you're (trigger/observation), Mark

(share some insight over the trigger/observation)

(solution related to similar role that make a specific action as a solution)

Does that sound similar to what you're doing at [company]?\*

Why this framework worked? This worked because it sounded real. It spoke to the problems the customer already has in their head.

Below an example

*\*Looks like you're hiring reps, Mark*

*New reps take forever to ramp. Leaders aren’t sure what’s working.*

*Sales leaders with growing teams usually lean on templates to coach cold calling and cold email.*

*Does that sound similar to what you're doing at [company]?\**