

## **5 Done-for-You Proven Email Templates When Your Potential Clients Change Jobs**

If you are selling to CIOs, CTOs and other senior IT executives, knowing when they just switched jobs can help you win new business. As you probably know well, management change is one of the strongest sales trigger events out there.

It means there is a new team with (likely) a new mandate. Also, pre-existing vendor/client relationships are not as strong anymore. Finally, large contact databases probably still list them at their previous jobs. These are just some of the reasons to track management changes and, believe me, there are many more.

Here are some of the “done-for-you” proven emails you can send to them (to find updated email addresses you can use <http://www.ctosonthemove.com/>), just change the highlighted sections to fit you:

## 1. A White Paper

**Subject:** Jane / congrats

Hi Jane,

I noticed a press release announcing your appointment as CIO of Acme Inc. and just wanted to say CONGRATS! My name is Jason Balsam, I am a Senior Area Manager at XYZ Corp. here in Manhattan.

Further, I noticed you used to work for Pepsico – coincidentally they just happen to be one of our largest clients in IT security. I understand this would be one of the prime areas of focus for you in your new role and therefore I wanted to share with you a private study we've done with Gartner. It hasn't been circulated yet, so this is your advance copy (link or attachment).

I hope the findings of this study will help you make better decisions in your new role. And, congrats again!

Best,

-JB

## 2. An Invitation

**Subject:** Jane / personal invitation

Hi Jane,

As you may know, XYZ Corp. serves as a sponsor of InterOp Forum that's coming up in a few weeks and I'd like to extend a complimentary invitation for you to attend the event.

I feel this would be an excellent opportunity for you, not so much because of the saved cost (currently at \$1,500), but because you will get to interact with you peer CIO network and given your recent promotion – yes, we saw the news – it'd be more important than ever.

Please let me know by Friday if you are interested and I will send you all details. I hope you will join us.

Best,

-JB

### 3. A Webinar

**Subject:** Jane / how to excel as a new CIO

Hi Jane,

First of all, congratulations on your recent appointment as CIO of Acme Inc. We at XYZ Corp. we excited to hear the news and wish you success on your new important role.

It just happens that we host a complimentary webinar for new CIOs that focuses on 5 steps necessary to be successful in the first 3 months on the job. We have over 50 CIOs signed up to listen in and hope you can join us as well.

We are going be closing the registration tomorrow at noon, so please sign up today at (link). I hope you can join us.

Congrats again!

-JB

## 4. A Gift

**Subject:** Jane / congrats

Hi Jane,

First of all, congratulations on your recent appointment as CIO of Acme Inc. We at XYZ Corp. cater specifically to XYZ's industry and were very excited for you.

Such a career move is a great accomplishment and something to be proud. We'd like to join you in your success and sent you a small token that I hope you will find useful in your every day work – look for it in the mail.

Congrats again,

Acme Team

## 5. An Appointment

**Subject:** Jane / next week

Hi Jane,

I saw the news of your appointment as CIO of Acme Inc. and would like to say my congrats.

I understand from the press release that you will be focusing your energy on infrastructure and IT security as your first priority and I'd like to share with you the results of a private study we've done together with Gartner in these areas.

Unfortunately, I can't share the results over the email however I will be in town next week and would be happy to meet for 30min. As you are charting the course for your IT team for months to come it is paramount to choose the correct strategy and I think you will find it useful to see what your peers are doing.

# CTOs on the Move

Please let me know a couple of days/times that work for you next week. I am at 432.234.2342

-JB

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