

Ramp Outbound

Nico Baila 5:18 pm ← ...
to me ▾

Hey Hamish - saw your recent BDR post on LinkedIn (great advice, by the way), so I thought I'd try it straight to the source. Guess you could say I found you on the internet.

With 29k+ followers, viral posts, and even 7 people from my team connected with you, it's clear you're growing your client base. I'm guessing Selr.io's business expenses are scaling too, so I wanted to introduce Ramp.

We consolidate corporate cards, expense management, AP, and travel into one platform that ties directly into your accounting system to expedite month end by over 8x.

Can I send over more details on where Ramp could provide value to Selr.io?

All the best,
Nico

Why it worked:

- Used the viral subject line "*found you on the internet*" to reference the prospect's own post.
- Played into ego: mentioned follower count, post engagement, etc.
- Tight structure: ~100 words, 4 simple paragraphs.
- Humor + timing = **booked meeting**.

Follow-up to HumanX  mention of conference I attended

◆ Summarize this email

Michelle Leung ✅ to me ↗

João with the ~ on LinkedIn it's just "joao" ago ☆ ↵ :

Olá João,  mention of recent LinkedIn post

Saw your post about HumanX - love the tactical approach you're taking to conferences. Definitely agree that showing up isn't enough without a clear game plan. I actually attended my first conference (NY Build) on behalf of Ramp this week and definitely learned a thing or two about preparation for in-person selling.

Speaking of smart strategies, I know Amplemarket has connected with us a few times before, and I wanted to revisit how Ramp stacks up against Brex. We've been seeing a lot of fast-growing companies making the switch - especially those scaling in AI. The main reason? Brex was built for startups, but Ramp is built to scale.

With Ramp, companies are:  mention of history of interactions

- Saving 5% on average by getting real-time visibility into spend and eliminating wasteful expenses
- Closing books 8x faster by automating reconciliation and removing manual back-and-forth
- Centralizing corporate cards, expenses, and bill pay in one platform instead of managing multiple tools

Brex forces companies to manage multiple cards per budget, which gets messy fast. Ramp simplifies this by letting employees use a single card while the system auto-routes transactions to the right budget. Companies like CBRE made the switch recently and are seeing massive efficiency gains - happy to share what they learned in the process.

Would love to catch up and see if this is worth revisiting for Amplemarket. What's the best way to connect?

Obrigado,
Michelle  farewell in 🇵🇹

 comparison to the competitor we use

Michelle Leung
New Business @ Ramp

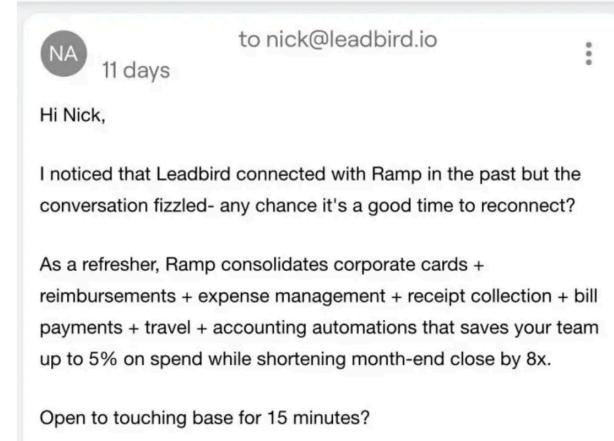
28 W 23rd St. New York, NY 10010
[Book a meeting](#)

Not the right time for Ramp? Feel free to reply and I'll stop reaching out.

Why it worked:

- Subject line + opening referenced prospect's own LinkedIn posts.
- Tied sender's conference attendance (NY Build) to prospect's industry.
- Recalled a prior conversation for context.
- Greeted the prospect in Portuguese 🇵🇹 → nailed cultural touch.
- Ended with a direct CTA: "Let's reconnect."

Re: Pre Holiday Check In / Ramp



to nick@leadbird.io
11 days

Hi Nick,

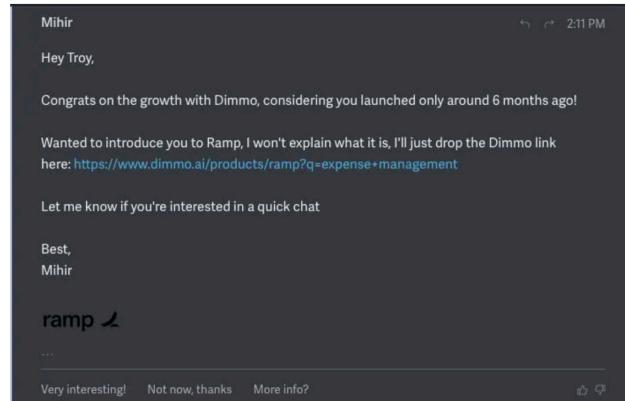
I noticed that Leadbird connected with Ramp in the past but the conversation fizzled- any chance it's a good time to reconnect?

As a refresher, Ramp consolidates corporate cards + reimbursements + expense management + receipt collection + bill payments + travel + accounting automations that saves your team up to 5% on spend while shortening month-end close by 8x.

Open to touching base for 15 minutes?

Why it worked:

-Direct follow-up to a lost opportunity.



Mihir 2:11 PM

Hey Troy,

Congrats on the growth with Dimmo, considering you launched only around 6 months ago!

Wanted to introduce you to Ramp, I won't explain what it is, I'll just drop the Dimmo link here: <https://www.dimmo.ai/products/ramp?q=expense+management>

Let me know if you're interested in a quick chat

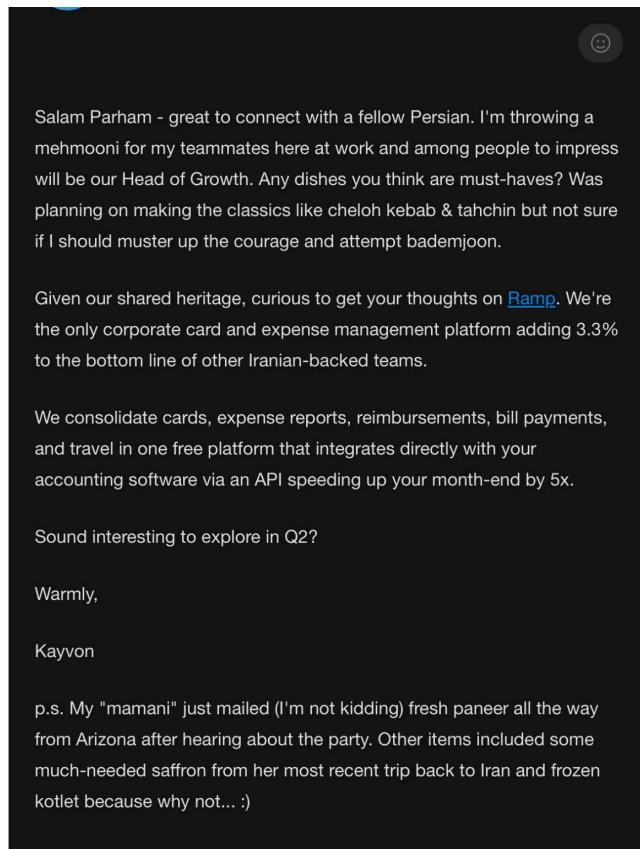
Best,
Mihir

ramp ↗

Very interesting! Not now, thanks More info? 

Why it worked:

- Dimmo is a platform to evaluate software on your own (no demo needed)
- So the rep used that in the email.



Why it worked:

- Cultural inside joke + friendly tone.
- Only works in specific markets (US), not Europe.

Subject: Syracuse v. Clemson (William & Mark intro) William Genesen

Hi Mark, I have a quick wager that I want to propose to you. You get a million cold emails a month and I send a million cold emails a month so let's try to add some spice here.

As I'm sure you are well aware, Syracuse & Clemson play on Oct 22nd. If Clemson beats Syracuse, you give me 20 minutes of your time to tell you about how Ramp can help you and the team over at C+C. If Syracuse wins, your next lunch is on me!

If you're unfamiliar with Ramp, we're the fastest growing corporate card and expense management business in the US – having raised over \$1.5B in the past 2 years from the likes of Goldman Sachs, Citi, Stripe, Founders Fund, and more.

Our free platform consolidates your entire financial stack enabling you to cut wasteful spending, close the books 8x faster (automatic receipt capture, automated transaction coding & a whole lot more), and put 3-4% of your spend back in your bank account.

What do you think? Anything to lose by giving us a look?

Looking forward to hearing from you,
William

Why it worked

- AI detected college attended → linked to upcoming game.
- Integrated personalized betting predictions (built internally).
- Used that hook to start convos around switching cards/tools.

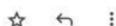
Congrats on your 2-year anniversary at Sheetwhiz, David!

[External](#) [Inbox](#)



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Oct 29, 2024, 11:06 AM (5 days ago)



Hi David - It's fascinating to see your journey from First Hawaiian Bank's local scene to co-founding Dimely and SheetWhiz after impactful roles at OneSignal and a stint with global investment giants at Silver Lake. Transitioning from Honolulu's financial district to leading Y Combinator ventures must bring a unique perspective to your innovative endeavors.

I was looking at LinkedIn and noticed you recently hit a 2-year anniversary at Sheetwhiz - congrats! I've been following Sheetwhiz for a while and would love to get your team's thoughts on [Ramp](#).

We're a free corporate card + expense management platform helping companies save 3-4% of all spend, automate accounting processes (close books 8x faster), and get real-time visibility into every business expense.

While I am sure you likely have a system in place that you are happy with, I really think it would be worth your time to at least check [Ramp](#) out. Anything to lose by learning more?



If you'd like me to stop sending you emails, please [click here](#)

Prospect Feedback: While it looks AI-generated since some of the phrasing is a bit off, it's still well-written and very personalized. I like the 2-year anniversary bit and how it ties into the ask. And I did enjoy getting a summary of my career to-date (even if it's a bit off). It's a nice trip down memory lane.



[REDACTED]

10:54 AM

to me ▾



...

Hi Andrew - Saw you built your career in government contracting with the Air Force and DCMA then made the jump to the private sector with OTW Safety and Innovation Refunds. Impressive that you founded Levver and DIG Studio along the way. Starting a company is no easy feat, kudos for taking the entrepreneurial path.

I was looking at LinkedIn and noticed you recently hit a 2-year anniversary at Levver - congrats! I've been following Levver for a while and would love to get your team's thoughts on Ramp.

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[REDACTED]