

Josh Braun's Cold Email Systems Check

Checked all the boxes? Send.

CONTEXT EXPLAINER

People are more likely to respond when they feel uniquely qualified to do so. Why are you reaching out to this person specifically?

Josh, it looks like you're scaling AEs which suggests lots of quarterly comp plan changes.

CLEAR PROBLEM

Don't write like you talk. Write how your customers' talk. Clear problem copy is found not written.

Ever wish determining payouts didn't involve hard-pasting entire Excel pages into Google Sheets and then manually making adjustments one sheet at a time?

CRISPY SOLUTION

When you're specific you're more believable. How does it work?

With Captivate you customize a schedule to fetch comp data no matter where it resides (Salesforce, MySQL, Snowflake) and instantly run commission reports across every team. Wowza.

CREDIBLE

People adopt to certain behaviors or attitudes simply because others are doing so.

Gong is running payouts for 126 rep in 5 min compared to 5 hours - accrual to payout accuracy within 2%.

CHILL

Gauge interest rather than asking for time.

*Think this might help?
Worth exploring?
Opposed to taking a peek?*

CONCISE

Nobody wants to read War & Peace.
Write with an eraser. 74-100 words.