

Pitch to influential company

When trying to form those all-important business connections, making that first point of contact can be a precarious situation.

But whether you're going in cold or following up on a previous encounter, it's important to know how to express the appropriate level of admiration, while also knowing how to sell the virtues of your organization.

That's what we hope you'll find in the pitch to influential company template.

Email template #1: formal/ to the point

Hi [Name],

I work at [Your Company] as [Your Title] and I wanted to express interest in working with your team on [Project] .

We at [insert company name here] have admired your organization's [insert what influential company does well] throughout the years, in particular [insert a specific strategy that you feel has worked].

At our organization, we take pride in being [insert what your company does and how it's similar]

In partnering with you, we can offer you [insert what is that your org can offer their org].

We think this partnership could be mutually beneficial to both our respective audiences, and in time, we might hope to [End Goal].

If you're interested in partnering with us, please don't hesitate to call me at [Phone Number] .
Looking forward to talking more,

[Your Name]

[Your position]

Email template #2: A connection you might have met

Hey [insert name],

I hope you're doing well.

It was great meeting you at the [insert event or conference]. I really enjoyed learning about your position as [insert contact's job title here], and I thought your ideas on [insert topic of conversation] were particularly [insert adjective, e.g, stimulating, exciting, etc.]

On reflection, I do think that our respective organization's approach to [insert industry/ initiative/ talking point] could be mutually beneficial to both of us.

Let me know if you'd like to discuss next steps.

I can't wait to hear from you.

[Insert name]

[Insert contact number] [Insert company name]

Email template #3: pitch through mutual contact

Hey [Name] ,

My name is [insert name here] and I'm [insert job title here] at [insert company name here].

I've recently been in contact with [insert name of mutual connection] with the aim to [discuss what your desired outcome is from partnering with mutual connection], and they referred me to your organization.

On doing further research, I've been impressed by your organization's approach to [Insert what the contact has done particularly well], and we believe that our organization, with our proven track record of [Insert relevant successes], could really benefit your strategy going forward.

If you're not the best person to continue a conversation with, would you mind introducing me to someone on your [Relevant Team] that I could speak with?

I look forward to hearing from you

Best,

[Insert name] [Insert company name]

[Insert contact details]
