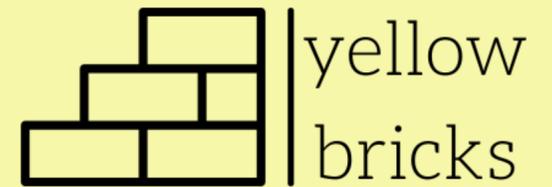


Turning Cold Outreach Into a Warm Relationship



How to write a cold email? How far could a cold outreach go? And why should you start writing it today?

Your ideal customer is in a foreign and remote country and you have no one in common (not even a 3rd degree connection). Still, there is a way to connect the two of you and build a relationship.

In this workshop you will learn the importance and power of this approach, the essentials of cold emails and how to best utilize them for your business.

The workshop includes:

- What's blocking you and how to deconstruct it
- In a perfect world we'd write perfect emails: what should we do in real life
- Where to find gold to break the ice with
- The hardest part is the start: how to open a cold email
- Effective ways of ending a cold email
- Discussion, hands on practice and Q&A

The benefits for the workshops' participants:

You will learn how to approach cold emails fearlessly and methodologically. The workshop will equip you with easy to implement practices and tools that will assist you in your work.

The workshop is ideal for:

CEOs, Founders, business development, sales, and marketing managers, seniors and juniors, BDRs, SDRs, and all those who want to connect with "strangers" and turn them into their network.

