

LinkedIn Outreach Scripts

By



If you're looking to become a champion of cold outreach messaging through LinkedIn, you've reached the right site for help. Have no fear because these 5 LinkedIn outreach scripts we use on the daily will help you qualify your leads and help you secure discovery calls in no time!

1

Scenario when your prospect has the same mutual connection as you.

Hi (name),

I hope you're doing well! I saw that we are both connected to (mutual connection's name) and wanted to reach out. Considering that you (are in the same industry/share the same field of interest) as (mutual connection), I thought it might be great for us to connect. I also feel you might be interested in some of the work I'm doing with (name of your company).

Take care and looking forward to your response!

2

Scenario when your prospect doesn't share a mutual connection with you, but you would like to, later, make a sale. The key here is to make the opening message less about the sale.

Hi (name),

I hope you're keeping well! I noticed that you have some sound experience in (the industry they're working for which you're targeting), and I am interested to learn more about your background in (the industry)

It would be great if we could connect sometime to talk about this - (your name)

3

Scenario when you come across your prospect in a group

Hi (name),

My name is (your name), and I work for (company name). We're both members of (LinkedIn group name), and I noticed that you had some insightful comments about (something they commented on the group).

If you're open to it, I'd enjoy discussing the topic further. I also think I might be able to help you out on the business side of things. So, would you be interested in getting on a 20-minute anytime soon?

4

Scenario where you want to get right to the point

Hi (name),

My name is (your name), and I'm working with (name of the company). We have developed a (short description of the product) that I think would fit well with what you're doing at (prospect's company name).

Would you be interested in discussing this anytime soon?

5

Adding a little flattery to the convo. Make sure that the prospect has done something worthy of being praised.

Hi (name),

I have been noticing your work with (prospect's company name) for some time and was impressed about (something unique that they've done).

I've worked with companies such as (company names) to bring similar projects to life, and if you're open to it, I would love to discuss it. It would be great if we could chat sometime soon.

Thank you,
(Your name)

These LinkedIn outreach message templates are ideally suited to start conversations if you are in software product or service sales. We'll also feature LinkedIn message templates for other scenarios progressively!

Stay tuned for more templates and cheat sheets
on everything from customer discovery to
LinkedIn prospecting!

