Campaigns: Sales Stages B2B

Intro Email

Dear ~Contact.FirstName~,,

My name is ~Owner.FirstName~ ~Owner.LastName~ and I am Nurse Life Care Planner with ~Owner.Company~ and we work with law firms in California, Oregon and Washington to provide accurate future medical care and costs for legal cases involving catastrophic and non-catastrophic injuries.

I am taking an educated stab in the dark here, however based on your online profile, you appear to be an appropriate person to connect with ... or might at least point me in the right direction. I’d like to speak with someone from your firm who might be a user Life Care Planning Services. If that’s you, are you open to a ten minute to discuss ways we may be able to help your firm? If not you, can you please put me in touch with the right person? I appreciate the help!

I know you are busy so if I don't hear from you I will follow up with a call next week.

Best Regards,

~Owner.FirstName~

Attempt to Contact 1 (VM)

Hi ~Contact.FirstName~,

My name is ~Owner.FirstName~ ~Owner.LastName~, I just left you a voicemail but thought I would follow up with an email. I wanted to introduce myself, I am registered nurse and a certified life care planner who helps both plaintiff and defense attorneys with the critical job of calculating future medical care and costs for legal cases involving catastrophic and non-catastrophic injuries.

After a catastrophic injury or malpractice occurs how do you come up with an accurate dollar value on future medical care and costs for your client? My detailed reviews and summaries help attorneys determine future care costs for mediation and trial purposes providing you and your clients with a better outcome.

I’m not sure if you’ve ever considered using a registered nurse for helping you calculate future medical costs for your cases but love to have a quick 10-minute telephone call to see if I might be able to help your firm. I be reached at ~Owner.Phone1~.

Best regards,

~Owner.FirstName~

Attempt to Contact 2 (VM)

Hi ~Contact.FirstName~,

My name is ~Owner.FirstName~ ~Owner.LastName~, I called last week and promised to follow up this week. I help attorneys with the critical job of calculating future medical care and costs for legal cases involving catastrophic and non-catastrophic injuries.

After a catastrophic injury or malpractice occurs how do you come up with an accurate dollar value on future medical care and costs for your client? My detailed reviews and summaries help attorneys determine future care costs for mediation and trial purposes providing you and your clients with a better outcome. I have Certified Life Care planners available to do your future care plans and life care plans for those catastrophic injury cases.

I’m not sure if you’ve ever considered using a registered nurse for helping you calculate accurate future medical costs for your cases but love to have a quick 10-minute telephone call.

Best regards,

~Owner.FirstName~

Attempt to Contact 3 (VM)

Hi ~Contact.FirstName~,

My name is ~Owner.FirstName~ ~Owner.LastName~, I was hoping the third time would be the charm, but I see I’ve missed you again. In many catastrophic injury lawsuits, there is significant a dispute as to how much the injury will financially affect the victim over the course of his or her life.

As Life Care Planners we are often called upon to testify to the projected future costs of the injured parties medical needs and ongoing care. I’m not sure if you’ve ever considered getting help determining these costs for your personal injury cases.

I know that you’re busy so if I don’t hear from you, I will check in periodically. Thank you for your time ~Contact.FirstName~ and I look forward to speaking with you soon.

Best regards,

~Owner.FirstName~

Checking References

Hello ~Contact.FirstName~,

Thanks for requesting some professional references for our work at ~Owner.Company~. Click on the button below and you will get a list of three clients who have graciously said they would be happy to talk about their experience with our work.

Let me know if you need anything else.

Have a great ~Date.DayOfWeek~!

~Owner.FirstName~