

SKALED VIRTUAL SALES ACADEMY

SDR Module 2:

“Salesforce Basics - What Every SDR Needs To Have At Their Fingertips”

Custom Example: Great Subject, Great Message

Subject Line: Time to connect 11/5

Hope all is well. I noticed that users had spent **{{minutes}}** in **{{your mobile app}}** this month, compared to **{{minutes}}** spent in **{{competitor app}}** and thought it would be interesting to share all of the data we have collected on the growth trends of relevant rival apps.

As the **{{title}}**, I'm sure you are well aware of all the complementary and rival apps of **{{your mobile app}}**. Using millions of data points, we can break down big data into smaller pools -- so that, for instance, you can tell that your app has a higher rate of install yet is less “sticky” than a similar app with a **{{percentage}}**% DAU/MAU ratio.

It would be great to walk you through our competitive analysis for **{{company}}**. How does **[DAY OF WEEK]** at **[TIME] [TIME ZONE]** work for a 30-minute call? Feel free to provide a few rival apps where you would like to compare performance KPIs.

Success rate:

Open: 60%

Reply: 16%

Click: 17%

