

# THINKS

FOR PROSPECTING

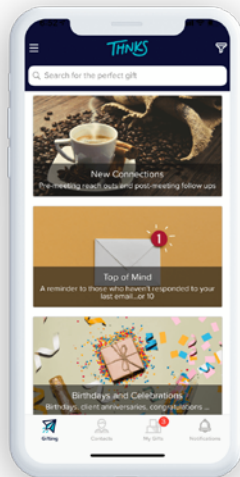
## Prospect Smarter with Thinks

Book initial meetings faster, close deals faster, build better relationships.

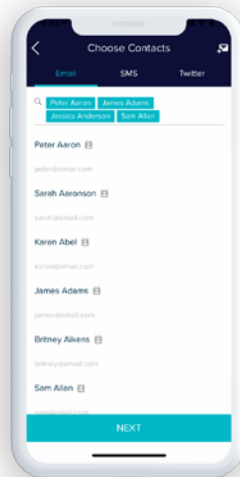
Gratitude and appreciation provide a great foundation for building relationships.

THINKS SEAMLESSLY INTEGRATES INTO YOUR OUTREACH PROGRAM IN 4 SIMPLE STEPS.

1 Choose your gift



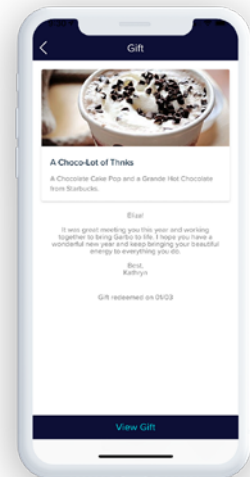
2 Select/Add Your Contacts



3 Write your message



4 Preview your gift and send



You can personalize your Thinks gestures through your messaging, but also through the gift itself. Search for a book, hobby, sports memorabilia, or virtually anything else you can think of that will have personal relevance to your prospect.

## BOOKING A MEETING

- Getting that first meeting can be challenging
- It can take 8-13 touch points to land a meeting
- We recommend sending a simple gesture of appreciation in the middle of your touch-point series as a way to stand out and be remembered

# THNKS

## HERE ARE A FEW IDEAS TO HELP LAND THE INITIAL MEETING

### BOOKING A MEETING



**GESTURE:** An Uber ride

**MESSAGE:** "I know you have a long commute so I thought an Uber ride could come in handy to ease at least part of it?"

**TIMING:** This can be sent any day of the week.



**GESTURE:** Soup to cure the common cold

**MESSAGE:** "Sorry you are not feeling well today. Hope we can reschedule our meeting soon. Here is what the doctor ordered. Feel better."

**TIMING:** When one of your prospects canceled a meeting because they were sick.

### RE-ENGAGE LAPSED LEADS

- It takes patience and the right timing to re-connect with prospects that have gone dark.
- Sending a personal gesture along with educational material is a winning combination.



**GESTURE:** Coffee - Thnks a Latte. Coffee for two, Coffee for the week – we have plenty of options

**MESSAGE:** "I know your schedule has been packed so I thought a little coffee would help power you through the week. Looking forward to connecting again soon."

**TIMING:** Send first thing Monday morning for their start of the week.

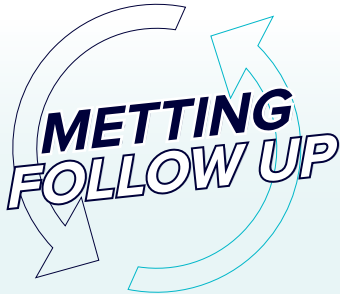


**GESTURE:** Your Favorite Lunch on GrubHub

**MESSAGE:** "Good morning and happy Wednesday. Enjoy lunch on me while you check out our new white paper. Looking forward to hearing your thoughts on it."

**TIMING:** Send first thing Wednesday morning for a mid-week treat.

# THANKS



**GESTURE:** Thanks a Latte

**MESSAGE:** “Thanks a Latte for your time today. It was great to learn about your business challenges. Looking forward to our next meeting.”

**TIMING:** Send within 24 hours after your meeting.



**GESTURE:** Lunch for the team from GrubHub

**MESSAGE:** “Thanks for inviting me to present to your team. I really appreciated all the time you gave us. Enjoy a team lunch on us.”

**TIMING:** Send the morning after the meeting.



**GESTURE:** A Movie Night

**MESSAGE:** “Thanks for helping us get this deal done. I know it meant some late nights, so enjoy a night out on us.”

**TIMING:** Send the morning after the deal closed.



**GESTURE:** Champagne, Wine, or Liquor

**MESSAGE:** “So delighted to be working together. Let’s toast to it soon! Thank you for your business.”

**TIMING:** Send the morning after the deal closed.

If you need any ideas or inspiration, please reach out to [support@thnks.com](mailto:support@thnks.com) and we would be happy to help.

