Customer Conversation Call Request Example

Short and concise as possible. Use short paragraphs so it's easily scanned.

Subject: Asking for your feedback and advice

Hi <name>,

I found your blog posting on quality control really interesting. Your point about using AI and machine learning to identify automation faults stood out for me. Given your quality control knowledge, your thoughts would be appreciated.

Briefly, I'm developing a next generation QA software tool that automatically processes production line plans to identify the optimal QA process overlay. The goal is to dramatically reduce QA planning time to speed time-to-market and reduce QA rework to increase cost savings.

To help confirm what I'm creating truly provides value and has the right feature set, would you mind spending 30-45 minutes on a call with me to get your feedback?

To be clear, this is not a sales pitch. I'm seeking real-world feedback to guide product and go-to-market plans.

Please let me know if you are open to talking with me next week.

Thanks,

Alice

CEO/Co-Founder
Acme Co.

- Friendly, personal "ask"
- Create a connection. Why are you specifically contacting them?
- Current context and background. What does your product/service do?
- State your end goal (purpose) and specific ask
- Reinforce context and describe how their input will be used
- Loosely time-bound call-to-action using friendly, informal tone

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1. Make your email as short and concise as possible, certainly no longer than the above example. On a closely related point, use short paragraphs. Reading a big block of text takes too much work; it needs to be easily scanned.

2. The subject line should clearly state the "ask" using a friendly and personal tone. If the recipient likes to share their opinion and likes to be helpful, they will continue to read.

3. In the first paragraph, connect to that person. Why are you asking for help from *them*? You may have seen their name on a website, read about the talk they gave at a conference, read their blog, or scientific paper. You may have found a tidbit on their LinkedIn profile. Maybe someone they know mentioned their name to you. Failing all those scenarios, simply refer to their role/position and likely interests as being the point of relevance.

4. In the second paragraph, succinctly describe what your product does and its value proposition. You should also provide context by stating your status. Are you designing, developing, or redesigning, for example?

5. In the third paragraph, state your end goal (e.g. validate your value proposition and supporting functionality) and the specific ask (e.g. time on the phone, meet for coffee,

etc.)

6. In the third paragraph, state *what you are not going to do* and reinforce this message by saying how what you learn will be used.

7. Close by asking when they might free for a conversation. Take a somewhat open-ended approach while creating a slight sense of urgency. Asking "can we talk tomorrow at 10 am" makes it more likely you'll get a "no". That's too urgent and likely a booked time. Similarly, asking for "sometime in the future" is too wide open and doesn't create any sense of urgency.