Word Count: 163

Subject: Dimension Data

*Subject line is the name of the company. I have chosen not to use RE:Dimension Data as this is going to a CTO who I don’t want to feel has been duped to open with a deliberate strategy of using RE:*

Dear Steve,

Having extensively researched your business, I thought you would be interested in hearing how we’ve helped multiple software houses within eCommerce develop high value product through hiring exceptional talent.

*Steve works in IT. Steve is likely to be risk averse and organized. My statement of research is projecting a reflection of what Steve would do before a meeting or a business conversation. Having sent this email to owners of recruitment agencies, I get a lot of traction with emails back asking what I have found out. Relevance is established by ensuring I have the right angle with sector and link between product and talent in terms of quality.*

At this current time, hiring can be even more challenging. We’ve been helping CTOs achieve their hiring plans, despite Lockdown through:

A risk averse person will react to this statement – even if they are not hiring now it will trigger an internal response “I’m glad that I’m not” or “That’s why we’re struggling”

* Developing robust hiring processes that incorporate virtual interviewing and technical assessment without the need for face to face interviews
* Successful on-boarding on remote workers and dovetailing them into agile teams
* Talent pooling and mapping, now, when the highest percentage (ever) of developers are working from home and free to speak to professional recruiters like us. Clients are loving the visibility were giving them of the developer landscape.

*Peace of mind and security is laced into each of the propositions above. The fact that clients are loving the visibility they are getting of the market is a benefit for any CTO who has projects that will need to be completed this year.*

I’m currently networking with AWS developers with AngularJS skills - If now isn’t the right time to hire, perhaps we could schedule a Skype to talk about you objectives for 2020 and potential resourcing needs? Let me know when would work.

*I’ve got good people with demand skills. Let’s talk, even if hiring isn’t on the agenda right now.*

Stay safe,

*Closing with a final security driven empath statement*

Jeremy