Linkedin Message – 3 Step Sequence

Message 1

Subject: { {Company} }

{ {First Name} },

I can see from your profile that you’ve worked with some interesting businesses – the things you’ve been involved with at Mercedes and Bentley shows an impressive career in quality inspection. No doubt it’s both challenging and rewarding.

I admit, I don’t know what your current situation is exactly. What I do know is I am dealing with a confidential role that could be worth chatting about over a virtual coffee.

Three compelling reasons

1. Your experience within high tolerance diagnostics is expertise they’d value highly
2. You clearly know the importance of quality across the supply chain and have a developed what seems a high level of expertise as an engineering biased leader
3. The business in question is about to announce significant investments in battery technology, future proofing the business in the UK

Nothing ventured, nothing gained – a 10 minute conversation to explore fit. Here’s my Calendly. Let talk in the next couple of days?

Message 2 – 48 hours later

Subject: Re:{ {Company} }

{ {First Name} },

I sent you a personal message a couple of days ago. I appreciate how busy things are right now – there’s more to life than talking to recruiters. I wanted to let you know a little more about the company I’d mentioned to you. There’s some very interesting innovations happening there, right now.

I had a progress review with the Global Head of Supply Chain this week who said –

* This role is integral to the Continuous Improvement process for all UK & European manufacturing sites – a spotlight role for someone to make their own.
* The individual who will thrive in this role will have significant experience in automotive, which automatically made me think of you.
* Attitude is everything – the succession path is open to those who want it

No doubt you’ve got questions that could help you make a decision as to whether you’d like to take this further. How about we have an informal chat to explore and then agree on the next steps together. Can you make a 10 minute window this week?

Let me know either way.

Sincerely,

Message 3 – 48 to 72 hours later

Subject: Now Shortlisting

{ {First Name} },

You are either very happy where you are or time short and overstretched in what you’re doing. I hope it’s the former.

I recognise that there is never a good time to talk to someone like me. If things are going well and you’re enjoying what you are doing, then why would you?

The shortlisting for the role I shared with you has started. I wanted to give you one last nudge. There are compelling reasons why I think you’d want to at least explore a little further –

* You’ve clearly carved a good career path in Quality Inspection. If furthering that is important then there are significant opportunities to develop into a global role
* If you’ve not looked outside of { {Company} } to see what else is happening, you could miss out on that next step in your career
* Discretion is guaranteed – the only commitment I’m asking you to make is to have a virtual coffee and explore for 10 minutes

I can talk this evening or first thing tomorrow, if that helps. Drop me a message with a time and number.

Kindest Regards,