The same prospect, two messages

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Template against sourced message · fictional document

Fictional document — demonstration example

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Fictional document, produced for demonstration. **The message on the right only exists because the dated fact exists. Without it, the agent doesn't write.**

Line by line

Element	Standard template	The agent's message
Subject	“A solution for your growth”	**“Your three sales hires”**
Opening	“I saw you were growing”	**“On 12 June you announced three sales hires”**
Problem	“Optimise your prospecting”	**“A new salesperson spends their first month hunting for contacts”** — a sentence found 19 times in your won-deal notes
Proof	“Our clients see gains”	**A client of comparable size, named only with your authorisation, with a figure you supplied**

Element	Standard template	The agent's message
Ask	“Would you be available for a chat?”	**“Twenty minutes — Tuesday 10 a.m. or Thursday 3 p.m.?”**
Address origin	Absent	**“Your address appears on the We're hiring page of your website”**
Unsubscribe	In the footer, in grey	**One click, honoured within the second**

> **The last two lines aren't legal decoration.** A message that says where it comes from and how to opt out gets more replies than one that dodges it — **and it holds up, if anyone ever asks.**

For the company to settle

Clients that may be named as proof: _____

> **Request a demo with your own documents**
> This document is a fictitious example. To see the agent work on your own documents, request a demo from its page.
> https://bluelemonagent.ai/en/entreprises/cas-usage/agent-ia-prospection-commerciale

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