Version 1: For SDRs



## 🚀 Find 85% More Leads with Skill Data: Download the eBook!

Hi [First Name],

In crowded B2B markets, finding quality prospects can seem overwhelming. But what if you could target leads based on their expertise, not just their job titles?

As industry leaders in B2B market intelligence, Rhetorik is excited to introduce our latest eBook: "Guide: Harnessing Skill Data for Precision Prospecting"

Inside, you'll discover how to:

- Leverage professional skill data to uncover high-propensity leads faster.
- Identify prospects' technical skills and certifications for more effective targeting.
- Evaluate data providers to source and analyze professional contacts at scale

Ready to transform your prospecting strategy? [Download the eBook Now]

This guide will show you how using skill data can help you refine your ideal customer profile and reach key influencers-even in highly specialized industries.

Best,

[Salesperson Name]

## Version 2: For Managers



## Boost Your Pipeline by 85% with Skill Data: Get the eBook

Hi [First Name],

Struggling to find high-quality leads? We know that traditional prospect targeting methods often deliver inaccurate results-and leave you with gaps in your pipeline.

As industry leaders in B2B market intelligence, Rhetorik is excited to introduce our latest eBook: "Guide: Harnessing Skill Data for Precision Prospecting"

Inside, you'll learn how to:

- Identify decision-makers in highly specialized industries by focusing on their demonstrated expertise-not just their job titles
- Enhance lead scoring and segmentation processes with high-quality contact data
- Boost your prospecting efforts by 85% with real-world examples of companies leveraging professional skills data to outperform the competition.

Skill-based prospecting is revolutionizing how sales teams connect with potential customers. By focusing on prospects' skill sets, you'll uncover topquality leads that traditional targeting methods often miss.

## [Download the eBook Now]

Ready to zero in on the most qualified prospects and boost your sales pipeline? Get your free copy.

Best.

[Salesperson Name]