

# SELLING SOFTWARE DEV SERVICES?

A Buyer's View  
&

A suggestion to improve your campaign's performance

Umair Multani  
umair@intely.tech



# LinkedIn Inbox

My LinkedIn inbox is a mess

Partly because of lack of organization tools

and

partly because of the same-sounding  
messages from dev outsourcing companies

Three Examples



# #1 - I | We | Fluff | Me | Decks

Hire remote software developers globally

Hi Umair,

I wanted to connect and explore if there is anything where we can work together.

We've got some great guys in ReactJS, FullStack developer (React+Angular+Node+Java+Vue.JS+.Net), Mobile Apps both Native iOS and Android, ReactNative & Flutter.

Please let me know if you have any requirements for remote resources or projects in mind. Also, PFA the company decks.

# #2 - I | We | Our | Blob| Hashtags

✓ Hello  
Greetings From [REDACTED].

I am working as a Business Development Executive at  
[REDACTED].

We offer a wide range of Technologies to ensure there  
is seamless integration between all your business  
operations.

Our range of services:-

- [#IT\\_Resource\\_Augmentation\\_&\\_IT\\_Staffing](#)
- [#Website\\_Development.](#)
- [#Blockchain\\_Development.](#)
- [#Digital\\_Marketing\\_\(SEO/SEM\).](#)
- [#Mobile\\_App\\_Development\\_\(IOS/Android\)](#)
- [#Software\\_\(ERP, custom, others,\)](#)
- [#Salesforce](#)

- [#Snap-logic](#)
- [#Spring](#) boot & Microservices

Let me know the best time to contact you or contact  
me at your convenience.

Regards,

[REDACTED]  
[#Business\\_Development\\_Executive](#)  
[# \[REDACTED\]](#)

Official Email :- [\[REDACTED\]](#)

Official Website:-

[\[REDACTED\]](#) (Edited)

APR 29



[REDACTED] • 11:14 AM

Could you pls let me know whether you have any  
requirements?

# #3 - My | I | I | We | We | We

Hello, Umair

My name is [REDACTED]. I am Head of Business Development department in [REDACTED]. I want to offer you our DevOps services of any spectrum. We can cooperate with you on both outsource and outstaff models. We have a Middle/Senior DevOps specialist. We are not an agency, but a company that provides OWN employees.

We help companies achieve their corporate goals and stay on track with DevOps tools. Our experience is more than 15 years, so we know how to provide quality DevOps services in the short terms. I will gladly answer any additional questions you may have.

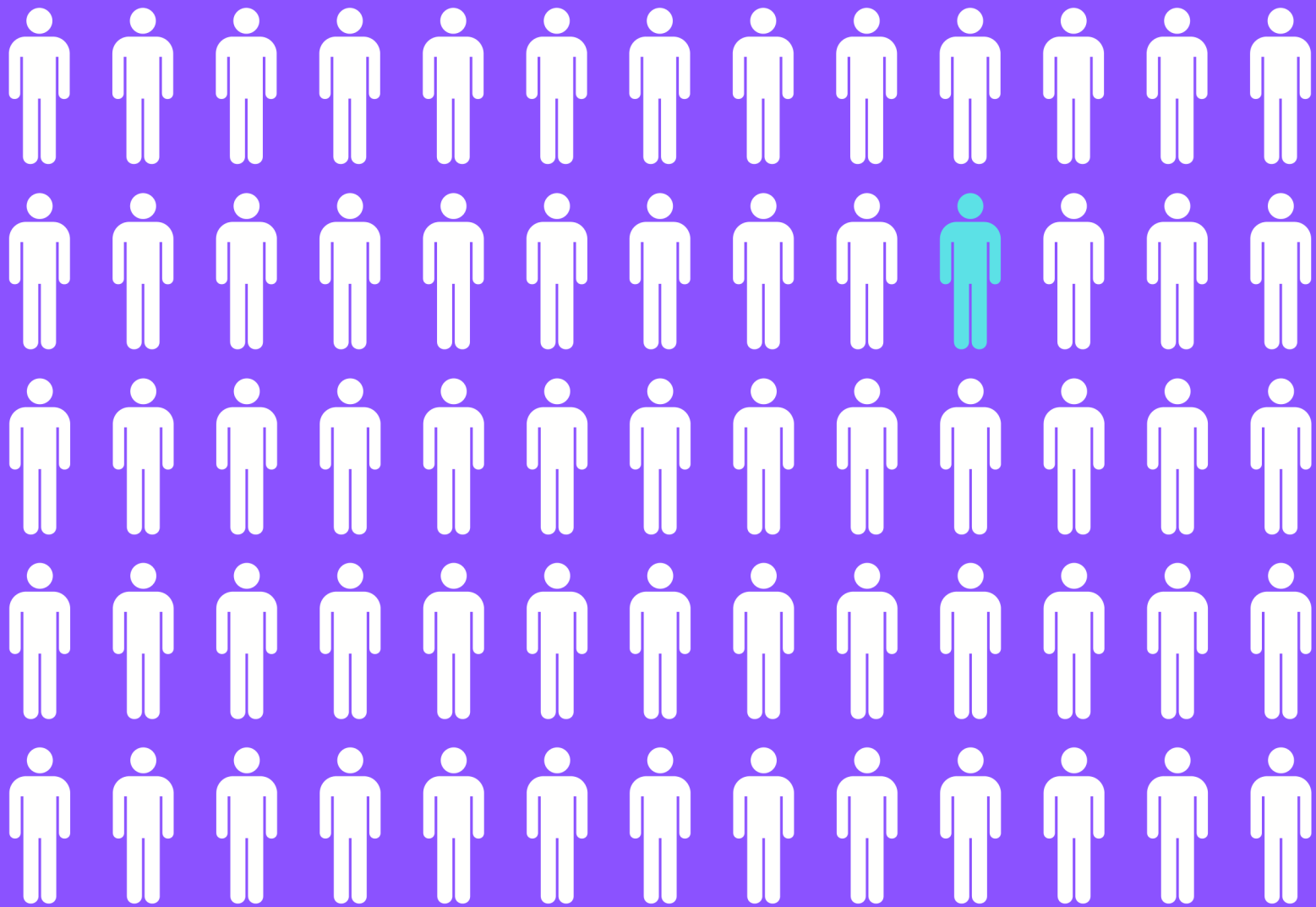
Maybe you have problems with DevOps optimisation or you need skilful DevOps Engineer? We can book a meeting and discuss it in detail.

Did you find it difficult  
to read them?

Now, imagine dozens  
of these cluttering  
your inbox

if you're a seller, this is  
your prospective  
buyer's reality

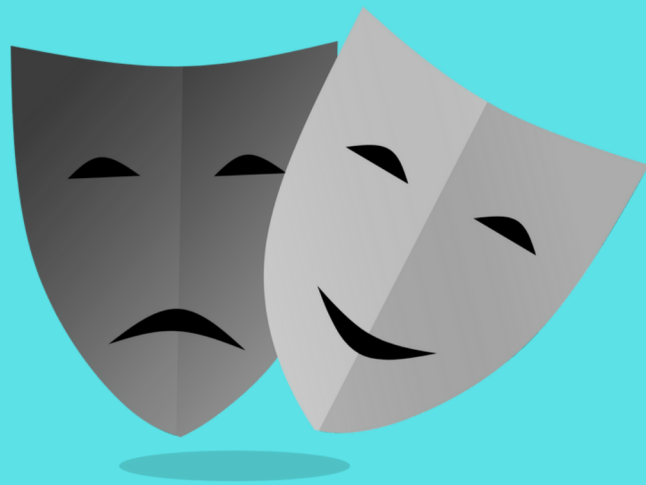
# so how can YOU stand out?





# Make Your Outreach Relevant

Every purchase has two drivers



Emotional



Rational

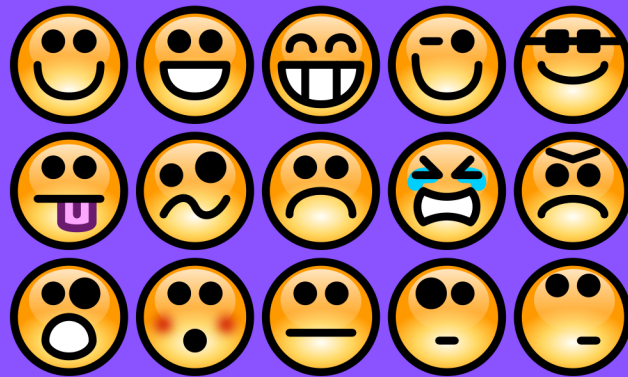
The messages shared  
earlier tap into neither

People buy for emotional  
reasons & then justify them  
rationally

even in B2B

# What could be an emotional driver in B2B?

Your prospective buyer's hopes, dreams, ambitions, fears



or in simpler terms

What makes them a star  
And what gets them fired

# Even Simpler Terms?



Their KPIs

# How well do you know your Target Persona's KPIs?



If you don't, ask your existing  
clients, senior folks in your  
company or even ChatGPT

# A Suggested Format

One sentence insight about the major challenges faced their peers.



Relevance

Two sentences summary of how their peers overcome that challenge. One sentence about how one of your clients found success. Be specific.



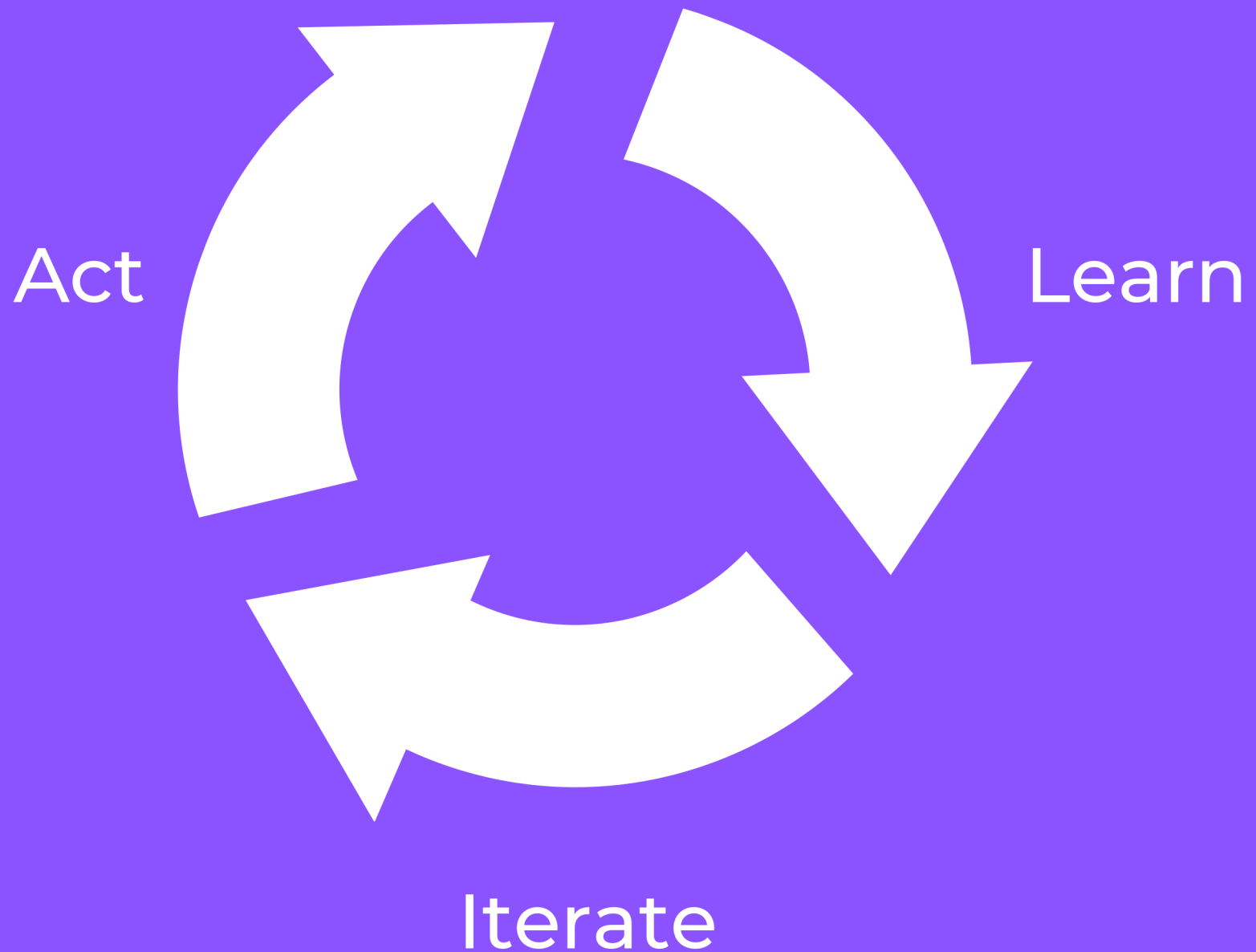
Relevance & Credibility

Single sentence. CTA asking whether they're interested to explore further.



The Ask

# Continuous Improvement





# Summary

1- People buy from people. People buy for emotional reasons and then justify rationally.

2- Even in B2B, the above is true. The emotional aspect can be understood through their KPIs.

3- Simply listing your services in your cold outreach will not get you results.

4- Your messages should be

- Brief (mobile-friendly)
- Relevant (their KPIs, their challenges)
- Credible (social proof)

5- Continuous Improvement (Act, Learn, Iterate)



# Found this to be useful?

## Connect & Follow

<https://www.linkedin.com/in/umairk/>

### Want to Dive Deeper?



umair@intely.tech

