**Email Templates: New Contact**

Dear FIRSTNAME,

PERSONALIZEINTRO

PERSONALIZEBUSINESSCASE

Have you thought about digitizing the entire HR process so that it contributes to a more diverse workforce, is more data-driven, and enhances organizational performance?

We help ambitious firms like COMPANYNAME to achieve their HR goals. More specifically, our artificial intelligence software compares the candidate's language use to your current employees' language use. This will uncover the candidate's soft skills in order predict whether they will be high-performers at COMPANYNAME. This is a key insight to have.

Seedlink works as a strategic HR partner together with companies like L'Oreal and PwC to help our business partners to:

* **Go through the recruitment process more efficiently.** We reduce your time-to-screen by 99% and make predictions about job fit and culture fit with 83% accuracy.
* **Make better decisions about internal mobility.** We empower your decision-makers to promote the right people to the right positions at the right time.
* **Improve the talent development program.** We provide data-driven reports to help identify key improvement areas for your employees.

We can greatly contribute to your HR success. Let's talk in more detail about how our software benefited other companies and how we can help you to achieve the same.

Can you let me know when you are available to call?

Best wishes,

*XXXX*

Dear FIRSTNAME,

PERSONALIZEINTRO

We have seen that other companies are trying to digitally transform their business to improve HR performance. Have you thought about how a data-driven HR process can help you to identify the right people for the right job?

We help ambitious companies like COMPANYNAME to predict without bias and with more accuracy whether job candidates will become high-performers in their role. This has helped companies like L'Oreal and PwC to:

- **Identify the best hires with 83% more precision**, boosting organizational performance.

- **Increase the diversity of their workforce with 33%**, offering different organizational perspectives.

- **Reduce the time-to-offer by 70%**, diminishing the chance to miss out on top talent.

As a strategic HR partner, we can greatly contribute to your HR success. Let's explore more how we have supported other companies and how Seedlink can also help you to make better people decisions.

Are you available for a call on either DATEandTIME or DATEandTIME2?

Best wishes,

*XXXX*

**Email Templates: Follow Up**

Dear \_\_\_\_\_,

I have tried to contact you a few times over the past weeks. Sadly we have not been able to speak yet. Please also see my e mail from [Date email].

I am wondering if measuring factors such as company culture and candidate soft skills by using A.I. is an interesting topic for you. Is the digital transformation of recruitment and internal mobility on your agenda?

Do you have a 15 min window in your agenda to plan a call about this?

Warm greetings and looking forward to your reply.

Kind regards,

XXXXX