



Outbound Sequence Copy

5 Buyer Personas · 6 Touches Each · 30 Total Pieces of Copy

The Scaling Founder	The Agent Force Builder	The Franchise Operator	The People-First CEO	The Tech-Forward Broker
Manufacturing / CPG	Mortgage & Real Estate	Consumer Services	Consumer Services	Insurance

Communication Intelligence Platform | Founder-Led | klearcomm.ai

Version 1.0 | Confidential | For Internal Use Only | Vibrantec Inc., Chicago IL

HOW TO USE — Guide to These Sequences

Read before loading into HubSpot

Voice	Consultative & insight-led. Every touch leads with a problem, not a product feature. The prospect should feel understood before they feel sold to.
Personalization	Every [bracket] is a required personalization token. Do not send without filling these in. At minimum: First Name, Company, and any role-specific detail.
Subject Lines	These are tested for curiosity and specificity — not cleverness. Resist the urge to make them 'punchier.' Short and specific outperforms.
LinkedIn Touches	Log LinkedIn tasks in HubSpot so they appear in the task queue alongside emails. Connection requests should land 1-2 days after the first email.
Timing	The day numbers are minimums. If a prospect replies at any point, pause the sequence immediately and respond personally.
Optimization	After 20-30 sends per sequence, pull open and reply rates in HubSpot. Rewrite any touch with under 20% open rate or under 3% reply rate.

SEQUENCE 01 — The Scaling Founder

Manufacturing / CPG · Titles: CEO, Founder, President, COO

Strategy Note

Pain angle: Communication inconsistency across a growing field team. DISC investment with no application layer. Sales reps who can't adapt their style to different buyers.

Touch 1 · Day 1 · Email

Subject: the gap between knowing and doing

Preview: Most teams have the data. Almost no one applies it.

Hi [First Name],

Most founders I talk to have done DISC — or MBTI, or Predictive Index. The assessments are done, the profiles exist, and then... nothing changes.

The knowing-versus-doing gap is the most expensive communication problem in a growing company. Your team knows their colleagues' styles. They just don't apply it when they're in a client meeting or firing off a Slack message under pressure.

We built KlearComm to close that gap — real-time guidance inside the tools your team already uses, not a training room exercise that's forgotten by Friday.

Worth 15 minutes to see how it works?

[Your Name]

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Touch 2 · Day 3 · LinkedIn

LinkedIn — Connection Request

Hi [First Name] — sent you a note earlier this week about closing the gap between personality data and how teams actually communicate day to day. Would love to connect.

Touch 3 · Day 6 · Email

Subject: what your best reps do differently

Preview: It's not what they know — it's how they adjust.

Hi [First Name],

There's a pattern across high-performing sales teams that doesn't get talked about enough: the top reps aren't smarter or more persistent — they're better at reading the person in front of them and adjusting on the fly.

The challenge is that skill is almost impossible to teach in a classroom. It's situational. It happens in the moment of an email, a call, a follow-up.

That's exactly what KlearComm puts in your team's hands — not a profile to read once and forget, but live guidance that surfaces when they're writing to a prospect or walking into a meeting.

We work with manufacturing and CPG companies where the sales team is in the field, not at a desk. The mobile Advisor feature was built specifically for that environment.

Happy to show you what it looks like for a team your size.

[Your Name]

Touch 4 · Day 9 · LinkedIn

LinkedIn — Connection Request

[First Name] — I know you're building something serious at [Company]. Curious whether communication consistency across the team is something that's on your radar as you scale. The founders I work with in manufacturing usually hit this wall around 50-100 people. Happy to share what we're seeing.

Touch 5 · Day 13 · Email

Subject: quick question about [Company]
Preview: One specific question — takes 30 seconds.

Hi [First Name],

One question: when a new sales rep joins [Company], how long before they're communicating with clients the way your best people do?

Most founders I ask say 6-9 months. A few say longer.

KlearComm cuts that window significantly — because the guidance isn't in a handbook, it's live in every email and call from day one.

I'd love to show you a 15-minute demo. No deck, no pitch — just the product.

If that's worth your time: [\[Calendar Link\]](#)

[Your Name]

Touch 6 · Day 18 · Email

Subject: closing the loop

Preview: No hard feelings — just leaving the door open.

Hi [First Name],

I'll stop reaching out after this — I know your inbox is full and timing matters.

If communication consistency across a growing team ever becomes a priority, I'd genuinely love to show you what we've built. The founders we work with in manufacturing tend to wish they'd found it sooner.

The door's open whenever the timing is right.

[Your Name]

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SEQUENCE 02 — The Agent Force Builder

Mortgage & Real Estate · Titles: Executive Director, Broker/Owner, Regional VP

Strategy Note

Pain angle: Agent ramp time, inconsistent client communication, compliance exposure, coaches with no visibility into what agents are actually saying in the field.

Touch 1 · Day 1 · Email

Subject: your coaches have advice. do they have a tool?

Preview: There's a difference between telling agents what to do and showing them in the moment.

Hi [First Name],

The best brokerages I talk to have great coaches. The problem is coaching is episodic — it happens in a meeting, and then the agent is on their own the moment they're with a client.

KlearComm gives your coaches infrastructure. Personality-based communication guidance that surfaces on your agents' phones in the field — before a client call, while writing a follow-up, in the middle of a negotiation.

Better communication from every agent. Faster ramp for new ones. And a compliance layer that puts guardrails around what gets said to clients.

Worth a quick look?

[Your Name]

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Touch 2 · Day 3 · LinkedIn

LinkedIn — Connection Request

Hi [First Name] — I work with brokerages on closing the gap between what coaches teach and what agents actually do in the field. Would love to connect and share what we're seeing.

Touch 3 · Day 6 · Email

Subject: the ramp time problem

Preview: How long before a new agent communicates like your best ones?

Hi [First Name],

Quick question: how long does it take a new agent at [Company] to communicate with clients the way your top producers do?

Most Executive Directors tell me 6-12 months. Some say longer — and by then, half of the new agents have left.

The ramp time problem in real estate isn't about product knowledge. Agents learn the product fast. It's about communication style — knowing how to read a buyer, adapt a pitch, follow up in a way that feels personal rather than scripted.

KlearComm puts that capability in every agent's pocket from day one. It works in the field, on mobile, and it's active in every client interaction — not just on training day.

We also have a compliance module that's been particularly relevant for brokerages — guardrails on what agents can and can't say to clients, with visibility for leadership.

Happy to show you what a pilot looks like for a team your size.

[Your Name]

Touch 4 · Day 9 · LinkedIn

LinkedIn — Connection Request

[First Name] — I know agent retention and ramp time are constant challenges in this market. We're working with a few brokerages on exactly this — giving agents real-time communication guidance in the field rather than relying on what they remember from training. Would love to share what's working if you have 15 minutes.

Touch 5 · Day 13 · Email

Subject: what if every agent communicated like your top producer?
Preview: Not hypothetical — here's how it actually works.

Hi [First Name],

Your top producer doesn't think about communication — they just do it. They read the room, adjust their tone, know when to push and when to back off.

The rest of your team can get there. But not through quarterly training. They need guidance that's available in the moment — when they're writing a follow-up email at 9pm or walking into a listing appointment cold.

That's what KlearComm delivers. And for a brokerage your size, a pilot with 10 agents costs less per month than one lost commission.

15 minutes to show you the product: [\[Calendar Link\]](#)

[Your Name]

Touch 6 · Day 18 · Email

Subject: last note from me

Preview: Timing isn't always right — leaving the door open.

Hi [First Name],

This is my last note — I don't want to clog your inbox.

If agent communication, ramp time, or compliance ever becomes a focused priority, I'd love to show you what we've built. The brokerages we work with tend to start with a small pilot and expand quickly when they see the results in the field.

Reach out anytime. The door's open.

[Your Name]

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SEQUENCE 03 — The Franchise Operator

Consumer Services — Franchise / Multi-Location · Titles: CEO, President, VP of Operations

Strategy Note

Pain angle: Communication inconsistency across locations. Frontline employees going off-script. No SOP for how people talk to customers. Compliance exposure at scale.

Touch 1 · Day 1 · Email

Subject: you have SOPs for everything except this

Preview: The one place most franchise operators still rely on hope.

Hi [First Name],

You have SOPs for operations, onboarding, quality control — probably everything that touches the customer experience except one thing: how your people actually talk to them.

Communication is the last unstructured variable in most franchise systems. And at [X] locations, the gap between how your best managers communicate and how your average ones do is costing you in customer complaints, retention, and brand consistency.

KlearComm is essentially a communication SOP — real-time guidance that works the same way whether you have 10 locations or 500.

Worth 15 minutes to see how it works at scale?

[Your Name]

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Touch 2 · Day 3 · LinkedIn

LinkedIn — Connection Request

Hi [First Name] — I work with multi-location operators on systematizing communication across their teams — the same way great franchises systematize everything else. Would love to connect.

Touch 3 · Day 6 · Email

Subject: the cost of one off-script conversation

Preview: At scale, communication inconsistency isn't a soft problem.

Hi [First Name],

At one location, a frontline employee who communicates poorly with a customer is a manageable problem. At [X] locations, it's a brand and liability problem.

The hard part isn't knowing communication matters — every operator knows that. The hard part is getting consistency without being in every room.

KlearComm solves this with three things your team can actually use:

1. Real-time mobile guidance — employees get communication coaching on their phones before and during customer interactions, not in a training room three months ago.
2. A compliance layer — guardrails on what can and can't be said to customers, enforced automatically, with visibility for leadership.
3. Scalable onboarding — new location managers absorb communication standards from day one, not month six.

We're working with a consumer services operator in the automotive space across 200+ locations. Happy to share what that rollout looked like.

[Your Name]

Touch 4 · Day 9 · LinkedIn

LinkedIn — Connection Request

[First Name] — operators at your scale tell me the hardest thing to systematize is how people communicate with customers. Everything else has a playbook. This usually doesn't. We've built one — curious if it's worth 15 minutes of your time.

Touch 5 · Day 13 · Email

Subject: pilot idea for [Company]
Preview: Start with one region. Prove it. Scale it.

Hi [First Name],

Most operators we work with want to see proof before committing to a system-wide rollout — and that's exactly the right instinct.

Here's what a pilot looks like: pick one region or 5-10 locations, run KlearComm for 60 days, measure customer feedback scores and any reduction in communication-related escalations. If the numbers move, you have everything you need to build the business case for a full rollout.

We handle the setup, training, and reporting. You just need a region willing to try it.

Worth a conversation: [Calendar Link]

[Your Name]

Touch 6 · Day 18 · Email

Subject: signing off — but leaving the door open

Preview: No hard feelings. Timing is everything.

Hi [First Name],

Last note from me — I respect your time too much to keep showing up uninvited.

If communication consistency across your locations ever becomes a focused initiative, I'd love to be the first call you make. The operators we work with in consumer services consistently tell us they wish they'd systemized this earlier.

Reach out anytime.

[Your Name]

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SEQUENCE 04 — The People-First CEO

Consumer Services — Staffing / Professional Services · Titles: Founder, CEO, Managing Director

Strategy Note

Pain angle: Communication inconsistency across locations. Frontline employees going off-script. No SOP for how people talk to customers. Compliance exposure at scale.

Touch 1 · Day 1 · Email

Subject: the friction you can't quite see

Preview: It's not a people problem. It's a communication mismatch.

Hi [First Name],

In a services business, your product is your people. And the most expensive thing that can happen is a great consultant losing a client relationship — not because of the work, but because of how they communicated.

Communication friction is invisible until it's not. A client who felt unheard. An internal handoff that lost context. A follow-up that landed wrong.

KlearComm makes that friction visible — and then eliminates it. Real-time guidance for how your team communicates internally and with clients, based on the personality science you probably already believe in.

Worth a quick conversation?

[Your Name]

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Touch 2 · Day 3 · LinkedIn

LinkedIn — Connection Request

Hi [First Name] — I work with founders of services businesses on reducing the communication friction that quietly costs them clients and team cohesion. Would love to connect.

Touch 3 · Day 6 · Email

Subject: why good communicators still create friction

Preview: It's not about skill — it's about mismatch.

Hi [First Name],

Here's something counterintuitive: the communication problems that hurt services businesses the most aren't caused by bad communicators. They're caused by style mismatches — two smart, well-meaning people who just process and deliver information differently.

Your top account manager communicates like a driver. Your client processes information like an analyst. Neither is wrong. But without a bridge, every interaction carries more friction than it needs to.

KlearComm is that bridge. It identifies communication styles — yours, your team's, and your clients' — and gives everyone real-time guidance on how to adjust. Not after a conflict. Before the email goes out.

We work with staffing and professional services firms where client relationship quality is the product. Happy to show you what it looks like for a team your size.

[Your Name]

Touch 4 · Day 9 · LinkedIn

LinkedIn — Connection Request

[First Name] — one thing I hear from founders of services companies consistently: they're still the ones resolving the communication conflicts their team should be handling. KlearComm helps close that gap. Curious if that resonates with where [Company] is right now.

Touch 5 · Day 13 · Email

Subject: what would it mean to get that time back?

Preview: The hours spent managing what should manage itself.

Hi [First Name],

How many hours a week do you spend managing communication issues that your team should be handling on their own?

Client friction. Internal misalignments. Handoffs that need to be redone. Conversations you have to clean up after.

That time compounds. And it's not going away by itself — because the root cause isn't effort, it's that your team doesn't have a system for how to communicate.

KlearComm is that system. 15 minutes to show you what it looks like in practice: [Calendar Link]

[Your Name]

Touch 6 · Day 18 · Email

Subject: last one from me

Preview: Timing matters — the door stays open.

Hi [First Name],

Last note — I know your inbox is a battlefield and I don't want to add to it.

If reducing communication friction — internally with your team or externally with clients — ever becomes a priority, I'd love to show you what we've built. Founders of services companies tend to feel it immediately when they see the demo.

Happy to reconnect whenever the timing is right.

[Your Name]

KlearComm · klearcomm.ai

SEQUENCE 05 — The Tech-Forward Broker / Channel Buyer

Insurance · Titles: CEO, Independent Broker/Owner, High-Producing Sales Team Leader

Strategy Note

Pain angle: Existing personality data sitting dormant. Sales team communicating the same way to every prospect. Opportunity to offer KlearComm as a client-facing differentiator.

Touch 1 · Day 1 · Email

Subject: you already have the data

Preview: Most brokers do. Almost none of them are using it.

Hi [First Name],

Most high-performing brokers I talk to have already invested in DISC or a similar personality tool. The profiles exist. The team did the assessment. And then it mostly sat in a folder.

The problem was never the data — it was the application. Knowing someone's style in theory and knowing what to say to them right now, in this email, in this renewal conversation, are two completely different things.

KlearComm closes that gap. It takes your existing personality data and makes it actionable in every interaction — in email, on calls, and in the field.

Worth 15 minutes to see what activating your existing investment looks like?

[Your Name]

KlearComm · klearcomm.ai

Touch 2 · Day 3 · LinkedIn

LinkedIn — Connection Request

Hi [First Name] — I work with brokers on turning their existing DISC and personality data into something the team actually uses every day. Figured it was worth connecting.

Touch 3 · Day 6 · Email

Subject: what if your clients had this too?

Preview: A differentiator your competitors can't easily replicate.

Hi [First Name],

Something worth thinking about beyond the internal team application:

A few brokers we work with are exploring offering KlearComm to their book of business as a value-add — giving clients access to the communication intelligence platform as part of their relationship.

Think about what that does for retention. Your clients aren't just getting coverage. They're getting a tool that makes their teams communicate better. Something tangible, technology-forward, and genuinely useful — that no competitor is offering.

It also creates stickiness that has nothing to do with price. Clients who are using a tool you gave them don't leave at renewal.

We're early in building this channel model and looking for the right broker partners to shape it with. Curious if that's a conversation worth having.

[Your Name]

Touch 4 · Day 9 · LinkedIn

LinkedIn — Connection Request

[First Name] — quick thought: you've likely already invested in personality tools for your team. We work with brokers who want to finally activate that investment in daily client and team communication — and a few who are using it as a client-facing differentiator at renewal. Worth 15 minutes?

Touch 5 · Day 13 · Email

Subject: the application gap — and how to close it

Preview: A specific 15-minute demo built around your situation.

Hi [First Name],

I'll be specific about what I'd show you in 15 minutes:

1. How KlearComm ingests your existing DISC or PI data without any reassessment — your team doesn't need to do anything new.
2. How the Advice Ally mobile feature works in the field — for a producer on the way to a client meeting or writing a follow-up after a tough renewal conversation.
3. What the client-facing model looks like if that's something worth exploring for your book.

No deck. Just the product, built around your specific situation.

If that's worth 15 minutes: [\[Calendar Link\]](#)

[Your Name]

Touch 6 · Day 18 · Email

Subject: closing the loop

Preview: Last note — no hard feelings.

Hi [First Name],

Last note from me — I don't want to overstay my welcome in your inbox.

If activating your team's personality data, improving how your producers communicate with clients, or exploring a client-facing differentiator ever becomes a priority, I'd love to reconnect.

The brokers we work with who move on this early tend to own the conversation in their market before their competitors realize it's possible.

Reach out anytime.

[Your Name]

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NOTES — Customization & Next Steps

How to evolve this copy as you learn

When to Rewrite

These sequences are version 1.0 — built on persona research and customer evidence, but not yet tested at volume. Treat them as hypotheses, not gospel. Rewrite aggressively based on what the data tells you after 30+ sends per sequence.

The best sequence copy KlearComm will ever have won't be in this document — it'll be written 90 days from now, after you've heard objections, recorded responses, and learned which pain points land hardest with each persona.

Next step: load these into HubSpot, connect your Gmail or Outlook, and send the first 10 contacts through Sequence 01 (The Scaling Founder). Come back with the reply data and we'll refine from there.