



Networking Email Template

Practitioner Networking – Potential Client

Potential Client Networking

I. Background

- Investment banking practitioners network with entrepreneurs and business owners to maintain a healthy customer pipeline and to originate new business.
 - i. Business Origination: Investment banking practitioners maintain and develop a robust pipeline of clients to ensure proper deal flow.
- The investment banking business model is largely transactional and based on “success fees” that occur when the bank closes a deal on behalf of an engaged client.
- Investment bankers are constantly competing with other investment banks to engage clients for capital markets advisory in a process known as “pitching”.
 - i. A client will hold a “bake-off” and invite a number of investment banks to pitch their services.
- The investment bank will typically have a much better chance of being invited to the pitch and winning the bake-off if there is an existing relationship between the bank and the client.
 - i. Therefore, bankers attempt to develop relationships with businesses that they believe will need capital markets advisory in the future.

II. Tips and Tricks for Effective Practitioner Networking

- Networking emails should be short and concise.
- Networking emails should have a call-to-action.
- Networking emails should acknowledge a recent event, relevant to the recipient (the potential client).
 - i. “Congratulations on the deployment of [x] product”
 - ii. “Congratulations on the integration with [x] company”
- The practitioner should provide the potential client with an overview of the bank’s services, core competencies, and main sectors.
 - i. The potential client could see initial value in a relationship with the bankers, outside of engaged capital markets advisory.
 - ii. For example, the potential client might want to foster a relationship with the bankers to leverage their industry relationships and help them with commercial introductions.
- In summary, it is important for the practitioners not to come off as “too much of a salesperson”, and instead show the potential client the bank’s value outside fee-based work.

III. Email Template Examples

Hi [Potential Client’s Name],

Hope all is well.

My name is [banker’s name] and I am a [position] at [bank x].

Congratulations on your recent integration with [company name], I am really excited to see how this relationship accelerates the [x] industry.

At [bank x], we focus specifically on [x] industry and have done more than [#] deals for [\$xx] billion in transaction value. Over our [x] year history, we have

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developed long-tenured relationships in the [x] industry and we'd be very interested in getting to know more about you and your business.

Please let me know if your team has availability in the near future for an Introductory Call.

Looking forward to connecting.

Best,

[Banker's Name]

[Email address]

[Phone number]

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