THE KRELLER GROUP

Reengage Old Proposals & Lead Reconnect Campaign

Multi-Channel Outreach Script Library

Version 1.0 - December 2025

Campaign Overview

This campaign targets prospects who previously received proposals, had discovery calls, or showed buying signals but did not convert. The goal is to reconnect by acknowledging the passage of time and positioning Kreller's value proposition around their likely evolved risk landscape.

Campaign Strategy

Why This Campaign Works:

- Decision-makers who previously evaluated Kreller already understand the value - they just had timing or budget constraints
- Regulatory and risk landscapes evolve - what wasn't urgent 6-12 months ago may now be critical
- Third-party risk incidents in their industry create new urgency
- Budget cycles reset - Q1 and Q4 are prime reengagement windows

Target ICP

- Chief Compliance Officers / Heads of Compliance
- General Counsel / Deputy GC
- Chief Risk Officers / VP Enterprise Risk
- Heads of Due Diligence / Third-Party Risk / ABAC
- Heads of Internal Audit / Corporate Investigations
- Procurement / Supply Chain Leadership

Variable Reference

Variable	Description
{prospect-first-name}	Prospect's first name
{company-name}	Prospect's company name
{sender-first-name}	Primary sender (CEO/exec)
{admin}	Coordinator/admin name
{caller}	Person making calls (Kreller team member)
{timeframe}	Time since last contact (e.g., "a few months ago")
{previous-topic}	What was discussed (e.g., "third-party due diligence")
{industry-trigger}	Recent industry event/news (e.g., "DOJ enforcement actions")

Variable	Description
{prospect-region}	Region of focus (e.g., "Latin America", "APAC")

Channel 1: SMS/Text Messages

Purpose: First touch to reopen conversation. Brief, direct, announces follow-up.

Character Limit: 150-200 characters

SMS Version 1: Direct Reconnect

Hi {prospect-first-name}, we spoke {timeframe} about {previous-topic}. Things may have shifted since then - worth a fresh look? {admin} will email you today.

SMS Version 2: Industry Trigger

Hi {prospect-first-name}, with {industry-trigger} in the news, wanted to reconnect on our earlier conversation. {caller} will call tomorrow to schedule.

SMS Version 3: Budget Cycle Reset

Hi {prospect-first-name}, new quarter, new priorities. Our earlier discussion on due diligence may fit better now. {admin} will send details.

Channel 2: Ring Bypass Voicemail

Purpose: Rings once, goes to voicemail. States purpose and announces follow-up.

Length: 30-45 seconds (90-120 words)

Voicemail Version 1: Warm Reconnect

Hey {prospect-first-name}, it's {sender-first-name} with Kreller Group. We talked {timeframe} about {previous-topic} for {company-name}. Timing wasn't right back then - and I get it, these decisions take coordination.

With regulatory pressure increasing and more companies getting hit with third-party compliance issues, I wanted to reconnect. Our team's been handling investigations in {prospect-region} and the patterns we're seeing might be relevant to your group.

{admin} from my team will send you an email today with some context, and {caller} will follow up with a call tomorrow to see if it makes sense to talk.

Voicemail Version 2: Industry News Hook

Hey {prospect-first-name}, {sender-first-name} here with Kreller. You may have seen the recent {industry-trigger} - it's exactly the kind of situation we discussed back when you were evaluating due diligence options.

A lot of teams are realizing that database checks don't catch what boots-on-the-ground investigations uncover. That's what we do - actual human intelligence in 230 countries.

{admin} will email you something worth reading, and {caller} will call to schedule a time to reconnect.

Channel 3: Email Nurture Sequence

Purpose: Conversational follow-up emails with unified team approach.

Length: 80-150 words per email

Email 1: Initial Reconnect (from {admin})

Subject: Following up on {sender-first-name}'s voicemail

> *Hi {prospect-first-name},*
>
> *{sender-first-name} mentioned you two spoke {timeframe} about {previous-topic} and wanted me to follow up. Timing wasn't right then, but things move fast in compliance and risk - what wasn't urgent six months ago can become board-level overnight.*
>
> *We've been running investigations for companies in your space who realized their database-only approach wasn't catching the real risks - hidden ownership, sanctions exposure, local corruption patterns that don't show up in automated screens.*
>
> *{caller} will give you a call tomorrow to see if it makes sense to reconnect. If the timing still isn't right, no problem - but I wanted to make sure we're available if things have changed.*
>
> *- {admin}*

Email 2: Value Add Follow-Up (from {sender-first-name})

Subject: What we're seeing in {prospect-region}

> *Hi {prospect-first-name},*
>
> *Following up on {admin}'s email from last week.*
>
> *Our investigators just wrapped a series of enhanced due diligence engagements in {prospect-region} and the red flags they uncovered wouldn't have appeared in any database screen - shell companies, nominee directors, undisclosed sanctions links buried three layers deep.*
>
> *That's the gap we fill. We don't just check - we investigate. Boots on the ground in 230+ countries, talking to real sources, verifying records at the source.*
>
> *Let's find 15 minutes to discuss whether this fits your current priorities.*
>
> *- {sender-first-name}*

Email 3: Direct Ask (from {caller})

Subject: Quick question, {prospect-first-name}

> *Hi {prospect-first-name},*
>
> *{sender-first-name} and {admin} have both reached out over the past week. I tried calling yesterday but missed you.*
>
> *Simple question: Has anything changed with your third-party risk approach since we last talked? If the answer is yes - or if you're seeing pressure from the board, regulators, or your own audit team - let's reconnect.*
>
> *If not, no problem. Just let me know and I'll mark your file accordingly.*
>
> *- {caller}*

Email 4: Final Touch / Breakup (from {sender-first-name})

Subject: Closing the loop

{prospect-first-name},

My team's reached out a few times and I haven't heard back - which tells me the timing isn't right.

I'll close this out for now. If things change - a new M&A target, an expansion into a high-risk market, or just pressure from regulators to show enhanced due diligence - we're here.

30 years, 500,000+ investigations, 230+ countries. When you need answers databases can't provide, that's what we do.

- {sender-first-name}

Channel 4: LinkedIn Outreach

Purpose: Professional touchpoint for engaged leads.

Length: 50-80 words per message

LinkedIn Connection Request (if not connected)

Hi {prospect-first-name}, we discussed due diligence and investigations for {company-name} {timeframe}. Given recent regulatory activity, thought it made sense to stay connected. - {sender-first-name}, Kreller Group

LinkedIn DM 1: Reconnect

Hey {prospect-first-name}, {sender-first-name} from Kreller. My team reached out via email this week about reconnecting on our earlier conversation. Things evolve fast in compliance - if your risk landscape has changed, let's talk. If not, no pressure.

LinkedIn DM 2: Industry Angle

{prospect-first-name}, seeing a lot of {industry-trigger} coverage in the news. It's exactly the scenario we discussed when you were evaluating enhanced due diligence. If that conversation is relevant again, I'm around to reconnect.

Channel 5: Telemarketer Call Script

Purpose: Live call referencing previous touchpoints to schedule meeting.

Key Principle: Always reference the voicemail and email to establish continuity.

Opening

"Hey {prospect-first-name}, this is {caller} with Kreller Group. {sender-first-name} left you a voicemail yesterday and {admin} sent an email earlier this week about reconnecting - did you get those?"

If Yes (got the messages)

"Great - then you know we spoke {timeframe} about enhanced due diligence. I'm calling to see if anything has changed on your end. Are you still handling third-party risk the same way, or has the situation evolved?"

If No (didn't get them)

"No problem. Quick background - you and {sender-first-name} discussed {previous-topic} {timeframe}. Timing wasn't right then. We work with companies who need to go beyond database checks - actual boots-on-the-ground investigations in 230+ countries. With {industry-trigger} in the news, we wanted to see if your risk priorities have shifted."

If Interest Expressed

"Good to hear. Let's get 15 minutes with {sender-first-name} to discuss what's changed and see if our approach fits. Does Thursday or Friday work better for you?"

If Not the Right Time

"Understood. When do you anticipate third-party risk being back on the priority list - Q1, later in the year? I'll make a note to follow up then. In the meantime, we'll keep you on our radar for industry updates that might be relevant."

Channel 6: Video Message Script

Purpose: Personal, 1-to-many video for Autovation platform.

Length: 45-60 seconds (100-130 words)

Video Script: Reconnect Message

[ON CAMERA]

"Hey {prospect-first-name}, {sender-first-name} here with Kreller Group.

We talked {timeframe} about how {company-name} was handling third-party risk. At the time, the timing wasn't quite right - and I respect that.

But things move fast. Regulatory pressure is up. I've seen more DOJ and SEC enforcement actions in the past quarter than the past two years combined. And a lot of companies are realizing their automated database approach isn't catching what matters - hidden ownership, sanctions links, corruption patterns buried layers deep.

That's what we do differently. Boots on the ground in 230 countries. Real investigators talking to real sources.

{admin} from my team will follow up with details. Let's find 15 minutes to see if things have changed on your end."

[END VIDEO]

Channel 7: AI Calling Agent Framework

Purpose: Automated outreach with voice pattern analysis for interest calibration.

Platform: Retell AI with n8n integration

Conversation Flow

1. **Opening:** "Hi {prospect-first-name}, this is an automated call from Kreller Group following up on a conversation you had with our team {timeframe}. Do you have a quick moment?"
2. **Context:** "You discussed {previous-topic} with {sender-first-name}. We help companies go beyond database checks with boots-on-the-ground investigations in over 230 countries."
3. **Qualification:** "Has anything changed with how you're handling third-party risk since we last spoke?"
4. **Interest Calibration:** [Analyze voice pattern] If interested: "Great - I'll have {admin} send calendar options." If neutral: "Can I check back in [timeframe]?" If not interested: "Understood. We'll keep you on our radar."
5. **Close:** "Thanks for your time, {prospect-first-name}. You'll hear from our team shortly."

Recommended Sequence Timing

Day	Channel	Action
Day 1	SMS	Initial reconnect text
Day 1	Ring Bypass VM	Voicemail announcing email/call follow-up
Day 2	Email 1	Initial reconnect email from {admin}
Day 3	Telemarketer Call	Live call referencing VM + email

Day	Channel	Action
Day 5	Video Message	Personal video from {sender-first-name}
Day 7	Email 2	Value add email from {sender-first-name}
Day 7	LinkedIn DM	Reconnect message
Day 10	Email 3	Direct ask from {caller}
Day 14	Email 4	Breakup email from {sender-first-name}
Day 14	AI Agent	Final automated check-in

Quality Checklist

Before deploying any script, verify the following:

HCD Voice Principles

- Sounds peer-to-peer (executive to executive)
- Direct and conversational - no formal jargon
- Announces what's coming next (coordination)
- References what already happened (continuity)
- Unified team approach with consistent names

Technical Standards

- All variables use kebab-case: {variable-name}
- SMS is 200 characters or less
- Voicemail is 45 seconds or less
- Email is 150 words or less
- No forbidden phrases ("I'd love to," "just checking in," "circle back")

Kreller-Specific Elements

- References "boots on the ground" and "beyond database" positioning
- Mentions 230+ countries, 30+ years, or 500,000+ investigations where appropriate
- Addresses specific pain points: sanctions, FCPA, third-party risk, hidden ownership
- Call-to-action is direct and specific (time-bound meeting request)

- End of Campaign Script Library -

Prepared for The Kreller Group by HCD Marketing