

-Potential Email Templates-

If you think money will be a motivating for them calling us:

Subject: Introduction to Career Start

Hello [Recipient's Name],

I wanted to connect you with Lindsay McCutchen, CEO of Career Start. They've been leading the staffing space in upstate NY for almost two decades, particularly in [specific industry of the lead].

Career Start is known for their ability to perform in high volume staffing for entry to mid skill level employees, however, they have also proven to be successful in direct hire placements. They have recently developed an innovative staffing technology that optimizes real-time employee placement, akin to an "Uber for staffing". After a successful pilot with LiDestri and Baldwin Richardson Foods, they are now seeking new partnerships to expand this platform, which includes potential price breaks and employment subsidies.

I included an article highlighting our previous work with the wage subsidy initiative: <http://www.democratandchronicle.com/story/money/business/2016/07/22/new-york-state-subsidizes-workers-pay-at-lidestri-mercury-print-and-others/86928490/>

I believe a conversation with Lindsay could be highly beneficial. Her expertise in the labor market and talent acquisition could provide valuable insights, regardless of the immediate outcome of this introduction.

Connecting you both.

Best regards,

[Your Name]

If you think they just want a quick intro without the subsidy and they need higher level roles:

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Hello [Recipient's Name],

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Career Start is known for their ability to perform in high volume staffing for entry to mid skill level employees, however, they have also proven to be successful in direct hire placements. I have worked with the Career Start team before and they deliver.