

Outreach Sequence

Chatbase

Klarix Competitive Intelligence — April 07, 2026



Target Decision-Makers

NAME	TITLE	PRIORITY	OUTREACH ANGLE
Yasser Elsaid	Founder & CEO	● High	Bootstrapped to \$8M ARR; hiring first AE/SDR; needs done-for-you battle cards to win against Tidio and Intercom without adding PMM headcount.

LinkedIn Request

"Yasser, congrats on \$8M ARR! As you hire your first AE & SDR, Klarix can arm them with Tidio battle cards in 3 days. Want a free trial dossier on 1-3 competitors?"

Touch 1: Email

Subject: Arming your new AE & SDR against Tidio

Hi Yasser,

Congratulations on hitting \$8M ARR entirely bootstrapped—and on the upcoming move to NYC.

I saw you are actively hiring your first Account Executive and SDR to scale the GTM motion. As Chatbase moves upmarket with the "AI Co-Founder" pivot, those new reps are going to run into funded competitors like Tidio, Intercom, and Drift in almost every deal.

At **Klarix**, we map your competitive landscape and build enterprise-grade battle cards in 3-7 days, not weeks. It's completely done-for-you with zero effort from your team, giving your new sales hires the exact pricing intel, feature gaps, and positioning weapons they need to close deals without you having to hire a dedicated Product Marketing Manager.

Since you measure every dollar, I'd like to prove it with a free trial. Pick 1-3 competitors, and we will deliver full dossiers in 72 hours.

Are you open to a brief 10-minute call next Tuesday at 10:00 AM EST to select your trial competitors?

Best,

[Your Name]

Klarix

Touch 2: Email

Subject: Re: Arming your new AE & SDR against Tidio

Hi Yasser,

Following up on my last note. When your new sales team steps into competitive enterprise deals, losing to a competitor they don't understand is an expensive learning curve.

Klarix eliminates that curve. We deliver actionable competitor dossiers and decision-maker maps in 3-7 days. Our SMB pricing model is built specifically for lean, bootstrapped teams like yours that need high-impact sales weapons without the overhead of an in-house research team.

Can we review a sample battle card on Tidio together this Thursday at 1:30 PM EST?

Best,

[Your Name]

Klarix

Touch 3: Email

Subject: Chatbase competitive landscape / Klarix

Hi Yasser,

I imagine you're incredibly busy managing the relocation to NYC and onboarding your new GTM hires, so I'll make this my last outreach for now.

Arming your sales team with competitive intelligence shouldn't require weeks of internal research. Klarix delivers done-for-you, enterprise-grade competitor dossiers in just 3-7 days, ensuring your reps know exactly how to outmaneuver the crowded AI chatbot market.

If timing is off right now, please reply with one date in May that works better to test our 72-hour free trial.

Best,

[Your Name]

Klarix

If No Response (Cold Call Script)

You: "Hi Yasser, this is [Your Name] with Klarix. I know I'm calling out of the blue, do you have 30 seconds?"

Yasser: "Sure, what is this about?"

You: "I'm reaching out because I saw Chatbase just hit \$8M ARR and you're hiring your first AE and SDR. As you move upmarket, they're going to face heavy competition from Tidio and Intercom. Klarix builds done-for-you competitor battle cards and decision-maker maps in 3 to 7 days, giving your reps the exact sales

weapons they need to win those deals. I wanted to offer you a free trial where we map 1 to 3 of your competitors in 72 hours. Do you have 5 minutes this Wednesday at 2:00 PM EST to pick the competitors you want us to research?"