ALERT COMMERCE

Shopify App GTM Standard Templates pack

The message templates and working forms from the book, ready to copy. Replace every bracket with evidence you can support. Keep one question per message.

Source: Shopify App GTM Standard, chapters 4, 5, 7, 9, 10, 12, 13 and Appendix D. Free at alertcommerce.com/gtm-standard

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1. Signal to advantage to action

Name the observed signal. Connect a relevant, supportable advantage. Ask for one action: a demo or a trial. Match wording to confidence: "our latest scan suggests" fits detection data. Verify source and date before you send.

Signal play	What to verify	How to open
Competitor currently installed	The competitor serves the job you plan to discuss	Lead with the observed usage, state one specific improvement. Never imply that using a competitor is a problem by itself.
Competitor uninstalled	Freshness, and whether another product is visible	Mention the detected change with appropriate uncertainty. Ask whether the workflow still needs a solution.
Negative competitor review	Read the complaint, not just the stars	Match the offer to the issue. Do not repeat the frustration more strongly than the merchant expressed it.
Complementary technology	A shared workflow you can actually support	Explain why the combination helps the merchant. Confirm any compatibility claim.

2. The four-round burst: competitor installed

A round is not a touch. An email plus a LinkedIn message is two actions in one round. Stop the sequence when the person replies.

Round 1: relevant difference

> Hey [Name], our latest scan suggests [Brand] uses [Competitor]. We help [merchant type] achieve [specific outcome], with [material difference]. Open to a demo next week?

Round 2: proof

> Hey [Name], a relevant example: [similar merchant] used [capability] to achieve [verified result]. Here is the workflow: [link]. Worth a demo for [Brand]?

If you cannot name the customer, use an approved anonymized example and be clear about its context. Never add a percentage just because the template reads better with one.

Round 3: remove the barrier

> Hey [Name], we also handle [specific setup support], so your team would own [limited merchant task]. The commercial difference is [accurate terms]. Want to see it in a demo?

Round 4: close the initial attempt

> Hey [Name], last note for now on [relevant outcome]. If a switch is worth assessing, here is the demo link: [link]. Happy to leave it here if the timing is off.

Review-led opening

> Hey [Name], your public review mentioned difficulty getting clear answers about [issue]. We help [merchant type] handle [relevant outcome], with [specific difference]. Open to a demo next week?

Never promise your product resolves every issue raised in a review unless you have confirmed it. One narrow, truthful advantage is enough to start a conversation.

Four-round tracker

Round	Date	Channels used	New value added	Actual result
1			Signal and advantage	
2			Proof or demonstration	
3			Additional benefit or offer	
4			Decision on whether to continue	

Stop conditions: reply, decline, opt-out, disqualification, or an account-specific reason to pause. Reactivate only on new evidence, a materially changed offer, or agreed later timing. Never restart an opted-out contact because a new signal appeared.

3. Replies and follow-up

Reply to merchant interest

> Hey [Name], happy to show you. I can do [time option 1] or [time option 2], or you can grab a time here: [calendar link].

Use the merchant's timezone or state yours clearly. Offer times you can actually attend.

Decision recap, straight after the demo

> Hey [Name], thanks for the conversation.
> Your priorities are [priority 1] and [priority 2]. We showed how [capability] supports [outcome], with [setup support].
> Resources: [deck], [recording], and [financial estimate].
> The offer is [terms], available through [real date]. You're confirming [merchant action], and we're handling [vendor action]. We're scheduled for [date] to [decision purpose].

Promised action is late

> Hey [Name], checking on [agreed action] so we can keep [planned next step] on track. Can you confirm the status?

Internal discussion needed

> Hey [Name], here is a short summary you can share: [outcome], [commercial terms], and [setup commitment]. Happy to demonstrate the relevant workflow to the team. Open to booking that next step?

Opportunity has gone quiet

> Hey [Name], should I close this out for now? Happy to revisit when the timing makes sense.

Onboarding follow-up that resumes the task

> Your store is connected. The remaining step is [required configuration]. Complete it here: [link], or reply if you need help.

Suppress this message for paid customers, completed steps, cancellations and anyone who asked to stop.

Review recovery: neutral update request

> Thanks for working through this with us. If your experience has changed, would you consider updating your review to reflect it?

Resolve the problem first. Support never depends on a favorable review. Never attach an incentive to adding, changing or removing a review. Check Shopify's current review guidance before sending.

4. Common objections

Objection	Useful response
"We already use something."	Acknowledge the choice. State the specific difference that prompted contact. Ask whether a demo would be worthwhile. They do not need to dislike the incumbent.
"Switching is too much work."	Ask which part is the burden. Match support to the answer. A discount before you understand the workload leaves the objection untouched.
"We need a custom feature."	Clarify the business requirement and the consequence of not having it. Say what works today, what needs new work, and what you cannot promise. Never present a speculative roadmap as available.
"The price is too high."	Find out whether the issue is value, cash timing, comparison, or genuine inability to pay. A lower price solves only some of those.

One-line offer

> For [merchant type], we help [business outcome] by [specific capability], with [proof or credible demonstration].

Forwardable offer: four fields

Field	Your answer
Outcome: what useful change does the merchant buy?	
Product scope: which capabilities are included?	
Delivery: what setup, support and timing are included?	
Commercial terms: what is paid, when, under what conditions?	

5. Working forms

Merchant account brief

Merchant / buying entity	
Store(s)	
Buyer role / operator role	
Fit evidence	
Observed signal and source date	
What we know	
What we still need to verify	
Relevant advantage	
Likely revenue and service requirements	
Owner / next action / date	

Demo preparation brief

Why this merchant is considering change	
Known current workflow	
Questions that matter	
Relevant deck section / live example / back-end workflow	
Financial assumptions to verify	
Offer and real deadline, if any	
Desired decision or next step	

Review recovery record

Review date / source	
Merchant's stated issue	
Owner	
Contact attempt / conversation date	
Resolution agreed / merchant confirmation	
Neutral update request, if appropriate	
Product or process lesson	

Paid test decision brief

Hypothesis	
Target audience and channel	
Conversion event and observation window	
Maximum cash spend / labor commitment	
Modeled funnel	
Required economic result	
Reasons to stop immediately	
Review date and decision	

Event decision brief

Event and target audience	
Cash cost / labor cost	
Meeting package or pre-booking plan	
Qualified held-meeting target	
Customer and MRR hypothesis	
Follow-up owner and dates / cohort review date	

Partner pilot brief

Partner and shared merchant profile	
Reason the relationship helps merchants	
Value we can provide	
Introduction criteria and process	
Owners on both sides / compensation, if any	
90-day review: introductions, customers, MRR, cost, effort	

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