



Corporate Catering
Lead Generation
Playbook

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01

LinkedIn Script Pack

Proven LinkedIn templates tailored to the catering industry to help you get more catering clients.

1.1 CORPORATE OFFICES #01

1.1.1 CONNECTION CAMPAIGN:

STAGE: Connection Message

Hi [Name](#),

Seeing that we're both around the [CITY](#) area I wanted to connect. It looks as though you manage office luncheons/catering which we could help with. Please keep us in mind.

STAGE: Message #1(Acceptance Message)

Hi [Name](#),

Thank you for connecting! I run [COMPANY NAME \(LINK TO WEBSITE\)](#), a catering company specializing in providing food for corporate luncheons and corporate events. We are a local company and use our own highly motivated and trained team. Our commitment lies in delivering top-notch food and thoughtful service.

We also provide free tasting. If there's ever a need please keep us in mind.

Best,

[NAME](#)

STAGE: Message #2 (send 5 days after the accepted message is sent if the connection has not engaged us)

Hi [Name](#),

I'd love to hear more about your company's current catering. We provide [X, X, AND X](#) catering.

If you have a moment, you can learn more on our webpage: [LINK TO WEBSITE](#)

I think I could be a valuable resource for you and would love the opportunity to prove it! If you're interested please let me know a day and time that works best for a quick call. Or feel free to reach out to us at [PHONE NUMBER](#) from Monday to Friday.

Thanks,

Best,

[NAME](#)

STAGE: Message #3 (send 5 days after Message #2, if no reply)

Hi **Name**, I wanted to reach out another time and extend an invitation to talk about your catering needs & if I can be of service. If interested, I'm here hanging out in your messages & if not, all good, I am happy to be connected with you.

1.2 LinkedIn inmail campaign

1.2.1 LINKEDIN INMAIL:

Subject:

Corporate Catering

Message:

Hi **Name**,

Getting right to the point with this InMail. If it's not of interest, no worries - no follow-up messages from me.

My company, **COMPANY NAME**, provides catering services for corporate luncheons and any corporate events. Our food options include **X, X, and X**. We also provide free tasting.

If there's ever a need for any catering/luncheons please keep me in mind.

Here's our webpage with more information: [LINK TO WEBSITE](#)

If there's any interest please let me know a day or time that works best for a quick call or feel free to reach out to us at **PHONE NUMBER** from Monday to Friday. I think I could be a valuable resource for you and would love the opportunity to prove it!

Best,

02

Cold Email Script Pack

Proven email templates tailored to the catering industry to help you get more catering clients.

2.1 COLD EMAIL SCRIPT PACK

2.1.1 CORPORATE CATERING GENERAL CAMPAIGN

01

SUBJECT LINE: Question

Hello,

Would you consider hiring a local catering company for your luncheons/corporate events? We offer free tasting and we're located in [LOCATION!](#)

If there's any interest let me know and I can send more information.

Second email sent 10 days later

SUBJECT LINE: Question

Hello,

Sorry to bug but I wanted to send one more email letting you know of the meals we provide. We can cater [X, X, X, as well as X.](#)

If there's ever a need please keep us in mind.

02

03

LinkedIn Outreach Guide

A step-by-step guide on using LinkedIn to connect with corporate decision-makers and book catering gigs.

3.1 LINKEDIN LEAD GENERATION STEP BY STEP GUIDE CATERING

1. Sign up for your free month of LinkedIn sales navigator [here](#).
2. Once signed up open [LinkedIn sales navigator filters](#).
3. Find the geography filter & plug in all the cities that you service.
4. Find the current job title filter & plug in the following one by one:

Office Manager, Executive Assistant, Administrative Assistant, HR Manager, HR Coordinator, Employee Experience Manager, Event Planner, Event Manager, Event Coordinator, Meeting Planner, Corporate Event Planner, Facilities Manager, Operations Manager, Procurement Specialist, Marketing Manager, Public Relations Manager, Community Engagement Manager, Hospitality Manager, Wellness Program Coordinator, Chief Administrative Officer (CAO), Personal Assistant to Chief Executive Officer, Executive Assistant to Chief Executive Officer, Executive Administrative Assistant, Senior Executive Assistant, Director of Event Operations, Assistant, Assistant Manager, Assistant to the Manager, Assistant General Manager, General Manager, Human Resources Director, Human Resources Executive

5. Find the company headcount filter and plug in the following one by one: 11-50, 51-200, 201-500, 501-1000, 1001-5000
6. Find industries and exclude the following: Caterers, Restaurants, Food and Beverage Services
7. Save your search filter and begin searching and reaching out to leads
8. Reaching out to leads via InMail

> Click on the the following icon next the leads profile:




> If you have InMail credits or the profile says it's free to InMail plug in the templated subject line and message for the InMail campaign I provided [here](#).

> Send a message and repeat the process as many times as you have time for.

9. Reaching out via connection campaign

> If you don't have InMail credits or the lead was not free to reach with an InMail you will use the connection campaign.

> Click on the following icon next to the leads profile: 

> Click connect then copy and paste the connection message from the connection campaign I provided [here](#). Don't forget to add the lead's name as well as the city/state they are in.

> Send a connection request and repeat this process 25-50 times a day. LinkedIn sometimes limits the amount of connection requests you can send a week to 100.

10. Thank you for accepting follow up message

> You will check on your network daily by clicking [here](#).

> Sort your network by recently added.

> Click into the new leads profiles that accepted your connection request and send them a message. Use the acceptance message that I provided from this [sheet](#).

> Repeat the process for however many new connections you had for the day.

9. Following up

> If leads don't reply you may begin sending follow up messages to them every 5 days. You can use your crm or a google sheet to track when you need to send follow ups.

> I recommend having no more than 5 total messages.

04

Cold Email Outreach Guide

A step-by-step guide on using cold email to connect with corporate decision-makers and book catering gigs.

4.1 COLD EMAIL STEP BY STEP GUIDE CATERING


1 Purchase a domain on godaddy.com

- > For example if you own a catering company in Los Angeles you would buy losangelescatering.com, losangelescatering.co getlosangelescatering.com, hirelosangelescatering.com, hirelacatering.com, etc

2 Once the domain is purchased, Set up a gmail/google workspace.

- > Once Gmail is set up add DKIM record

3 Sign up for instantly and Create Email Account

- > Add email address on the email account information.
- > Go to the EMAIL ACCOUNTS section, Select the email account you want to warm up.
- > Click the email account, Click Settings,
- > Choose how warm you want your email account to be *Daily limit per day. * Increase per day. Then, click SAVE.
- > Click the  icon to enable warm up.

4 Getting verified emails

- > Sign up for [Apollo](#).
- > Go to search to set up the lead search of your lead targets.
- > Click Download All (CSV)
- > Once downloaded, open and copy and paste it in the Google spreadsheet. (email address only)
- > Click File, download, comma-separated values
- > Login to Leopathu.com. Drag file to leopathu.com and validate emails
- > Once validation is complete. Click VERIFIED EMAILS to download the verified email list.

5 Create a Cold Email Campaign

- > Go to Campaigns, click ADD NEW.
- > Import verified email addresses on the LEAD section
- > Set up message templates and message flow on the SEQUENCE section then click SAVE.
- > Set up SCHEDULE (set the preferred time the messages will be sent out) then click SAVE.
- > Click OPTIONS, click ACCOUNTS TO USE, click all the email accounts you want to use for the campaign.
- > Set the maximum number of the DAILY LIMIT to send per day for the campaign.
- > Click Save, then click LAUNCH

05

Mini Audit Of Your Outreach Strategy



30 MIN FREE CALL WITH CATERING FUNNELS

🕒 30 Mins
📅 Tue, Jan 6, 2026

Select Date & Time

< January 2026 >

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		6		1	2	3
4	5	8	9	10		
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Time zone
● GMT+01:00 Europe/Madrid (GMT+1) ▾

09:00 PM

09:30 PM

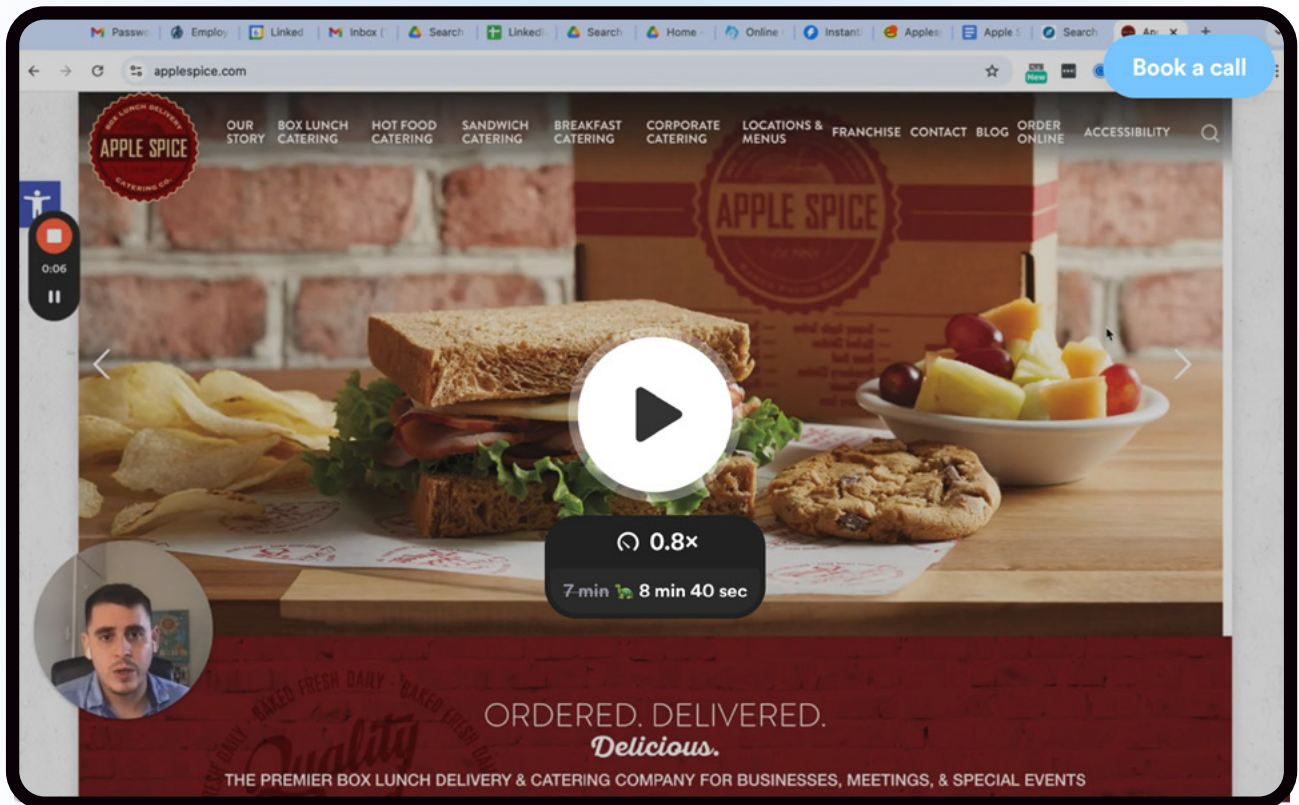
Request a free review of your current lead generation process.

HERE

06

**Interested In
Outsourcing
Your LinkedIn &
Cold Email Lead
Generation?**

Watch This Video



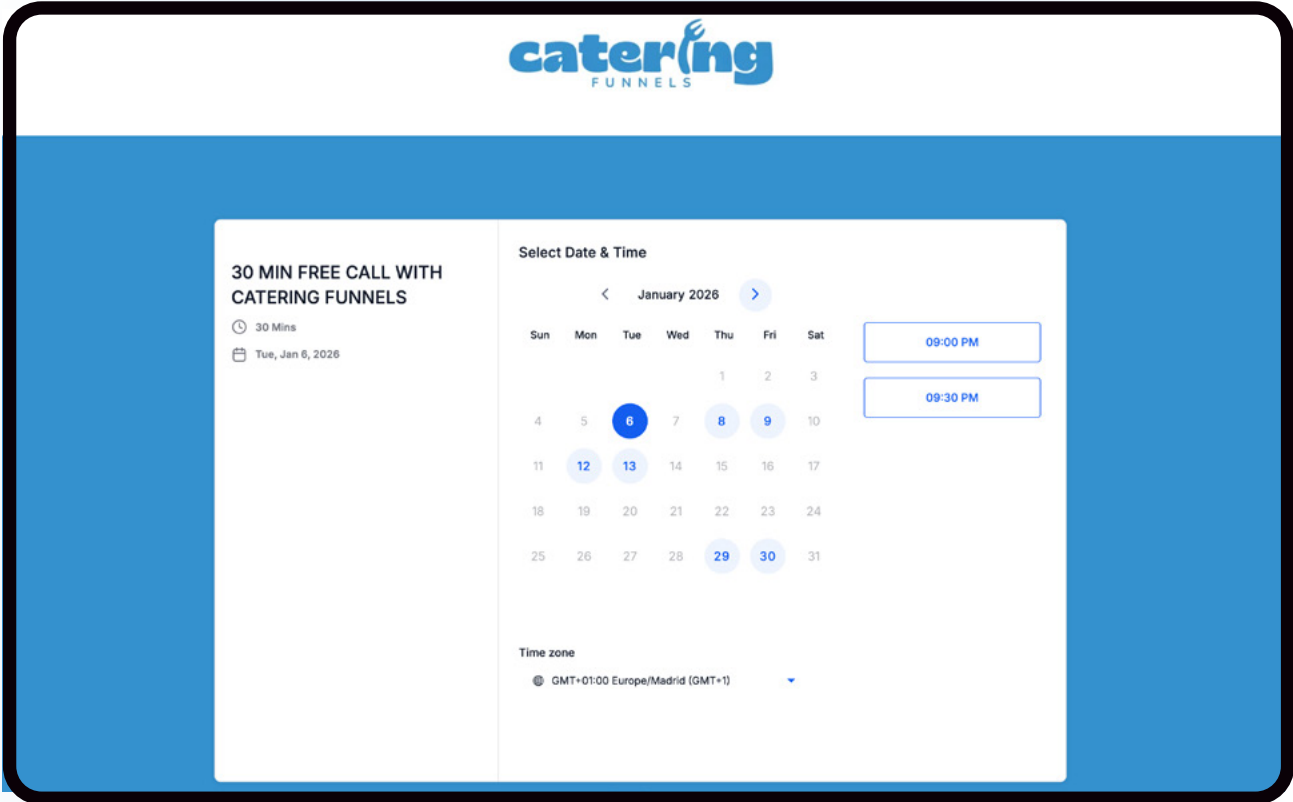
A short video on how we're generating 15+ leads per month using LinkedIn and email, with real examples from the catering industry.

[VIEW VIDEO](#)

07

Customized Lead List

Request a free curated list of 50-100 potential corporate clients or event planners in your area, complete with contact details.



Request a free curated list of 50-100 potential corporate clients or event planners in your area, complete with contact details.

HERE