

SAMPLE EMAIL from www.mrcoldcall.com

Subject: (Insert the first name of your prospect here), do any of these points apply to you?

Hi (Insert the first name of your prospect here):

I work in the office supply division of (Insert your company here) just down the street from your location. The reason for contacting you today is we were wondering if you might be open to a review of your office supply needs for (Insert the name your prospect's company here)?

Let me know if any of these bullet points peak your interest:

- "I'm probably paying way too much for my office supplies and I never thought about buying my supplies in bulk so that I can reduce my company expenses."
- "I haven't had a review of my office supply needs in the last 12 months. Am I really getting the best deal in town?"
- "I'm tired of going through an automated system at my vendor so that I can order my office supplies."
- "I deserve more personalized attention."
- "I would like to get reward points for my monthly purchases"
- "I would be interested in learning more about your office supply program for manufacturing companies."
- "I like dealing with people who are honest, reliable and who have great personalities."

(Insert the first name of your prospect here), do any of these points apply to you?

Regards,

(Insert your full name her)

(Insert your contact information here)