

## **E-mail**

Dear [Personal name or business name],

I am [name] from [company name]. I help [type of businesses] like [prospect name] achieve [result]. We do this with [product/service].

I'd love to tell you a little more about how we have helped businesses like yours. I will give you a call in the next couple of days to see if I can tell you a little more.

By the way, we also supply [type of businesses] with products like [product names].

Kind regards

[Name]

PS If you want to find out more right now either ring me on [phone number] or visit our website at [website]

## **Follow up call**

Can I speak to [name / person who deals with]?

Hello,

I am [name] from [company name].

I'm just calling to check you received the e-mail about [result].

Is [result] an issue for you?

*Yes – ask them for more details*

*No – Do you ever need [products?]*