

Email template to send to Sales / GTM Leadership

Primerli Pilot: Your Invitation

Hi [Name],

Boost your team's pipeline generation and closing power with a revolutionary new resource: **video-based, Industry Learning Primers by Primerli.**

These primers are a sales rep's secret weapon!

Used by top global firms, they equip teams with essential industry knowledge in under an hour. Imagine your reps confidently displaying strong industry-awareness and credibility in every client conversations right from the start!

See the engaging format in action with this quick (3-minute) clip:

 [Telecom Industry Overview - Major Industry Trends](#)

To gauge the effectiveness of Primerli for our sales learning strategy, we're conducting an internal pilot program. We'd love for you to champion this initiative by participating.

Here's how you can contribute:

1. Visit our Primerli pilot microsite: <https://www.primerli.com/pilot-page/msft2203202>
2. Choose an industry primer relevant to your team's target market.
3. Create a quick account (name, email, password) and complete the primer (approx. 45 minutes).
4. Share your feedback through the brief survey at the end.

We believe these primers can empower your teams to open and close more deals.

Thank you for your help on this!

Yours,