

Dealerships Nr. 1 Cold Email Outreach

Steve Stevenson

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Prototype 1

Addressed to the vice president of Dealership Nr. 1, Steve Stevenson.

Hello,

I've been researching Dealership Nr. 1 for a couple weeks now. I must say, you and your team are doing quite an excellent job, the increase in customer satisfaction from 2017 has truly skyrocketed.

Nevertheless, some customers still address "horrible customer service" and some unfairness in your warranty guidelines and your car services & maintenance. This must be frustrating as it has become crystal clear to me that superb customer service is your highest priority.

I noticed that you're trying to digitise your dealership, trying to turn it into a virtual showroom. This is of course critical for your business, as most people research, find and decide on their car on the internet. Failing to digitise your business would bring excruciating consequences.

Even small failures feel agonising, I can't even fathom the feeling of disappointment when your business isn't going the path you want it to go. The world is changing at rapid speeds and it's accelerating every day. Everyone that fails to catch up is simply left behind.

I've glanced upon a couple key points so far that I confidently believe will fit right into your business strategy and boost the success of your business. It won't even require such things as paid ads.

I am 100% certain that I can fulfil your expectations. I can help your dealership successfully digitise, make more people engage with your Social Media, and drive more clients to your business as quickly and as effortlessly as possible.

If you're interested, I'd gladly discuss this further and answer the questions you may have.

Hope to talk to you soon,
Domantas D.