



EMAIL & PROSPECTING TOOLKIT

Ready-to-use buyer outreach for independent reps and rep agencies

PERSONALIZE. SEND. FOLLOW UP.

Replace the bracketed fields, add a short personal note when appropriate, and keep the message concise. The goal is to make it easy for a buyer to understand what Sober Self-Test® is and take the next step.

Quick personalization fields

Recommended sequence: Cold introduction → follow-up → meeting request → sample/next step → ongoing check-in.

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COLD BUYER EMAIL

Subject: A simple new product for responsible decision-making

Hi [Buyer Name],

I represent Sober Self-Test®, an FDA-cleared, over-the-counter saliva alcohol screening test designed for consumer self-testing after drinking and before deciding whether to drive.

It is a simple 3-minute product with strong placement flexibility: checkout counters, pharmacy and wellness areas, convenience, beer/wine, hardware/automotive, travel, campus and other high-traffic retail environments.

I would welcome the opportunity to send you a short sell sheet or schedule a brief call to show you the product, merchandising options and retailer economics.

Would you be open to a quick conversation next week?

Best,

[Rep Name]

[Phone] | [Email]



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EXISTING-ACCOUNT INTRODUCTION EMAIL

Subject: A new product opportunity for [Retailer / Company]

Hi [Buyer Name],

I wanted to introduce a new product that I think fits well with your customers and your current assortment.

Sober Self-Test® is an FDA-cleared, over-the-counter saliva alcohol screening test that consumers can use after drinking and before deciding whether to drive. It provides a simple result in approximately 3 minutes and is designed for discreet, single-use consumer self-testing.

Because we already work together, I thought this would be worth putting in front of you first. I can send over pricing, display options and a one-page overview, or stop in and show you the product in person.

Would you have a few minutes to take a look?

Best,
[Rep Name]

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FOLLOW-UP EMAIL

Subject: Following up — Sober Self-Test®

Hi [Buyer Name],

I wanted to follow up on the Sober Self-Test® information I sent over.

The product is easy to understand, easy to merchandise and gives retailers a practical way to offer customers a responsible self-testing option. We have countertop, shelf and hang-strip merchandising formats depending on the store environment.

If it is helpful, I can send a short buyer presentation or walk you through the program in 10 minutes.

Is there a good time for a quick call?

Thank you,
[Rep Name]



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"JUST CHECKING BACK" EMAIL

Subject: Just checking back

Hi [Buyer Name],

Just checking back to see if you had a chance to review Sober Self-Test®.

I know schedules get busy, so I will keep this simple: if the product looks like it could fit [Retailer / Company], I would be happy to send pricing and a recommended opening order. If now is not the right time, just let me know and I can circle back later.

Thanks,
[Rep Name]

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NEW-PRODUCT ANNOUNCEMENT

Subject: New: FDA-cleared Sober Self-Test® for retail

Hi [Buyer Name],

I am reaching out to introduce Sober Self-Test®, an FDA-cleared, over-the-counter saliva alcohol screening test now available for retail placement.

Consumers use it after drinking and before deciding whether to drive. The product is portable, discreet, single-use and produces results in about 3 minutes.

Retailers can merchandise Sober Self-Test® at checkout, in pharmacy/wellness, alcohol-adjacent departments, automotive/hardware, travel and other high-traffic locations. Multiple pack sizes and merchandising formats are available.

I would be glad to send the retail sell sheet, pricing and display options.

Best,
[Rep Name]
[Phone] | [Email]



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MEETING-REQUEST EMAIL

Subject: 10 minutes to review Sober Self-Test®?

Hi [Buyer Name],

Would you have 10 minutes for a quick introduction to Sober Self-Test®?

I can show you the product, the FDA-cleared positioning, where it fits in-store, the available display formats and the retailer margin opportunity. The presentation is short and designed specifically for retail buyers.

I am available [Option 1] or [Option 2]. If another time works better, I am happy to adjust.

Best,
[Rep Name]

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SAMPLE-REQUEST RESPONSE

Subject: Sober Self-Test® sample request

Hi [Buyer Name],

Absolutely. I would be happy to provide a Sober Self-Test® sample and buyer materials.

I will include the product overview, merchandising options, pricing/profit information and ordering details so you can evaluate the complete retail program.

Please confirm the best shipping address and contact name. If helpful, I can also schedule a brief follow-up after you have reviewed the sample.

Thank you,
[Rep Name]



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LINKEDIN BUYER INTRODUCTION

Keep LinkedIn outreach brief. The objective is permission to continue the conversation, not to make the entire sales presentation in the first message.

Hi [Buyer Name] — I represent Sober Self-Test®, an FDA-cleared OTC saliva alcohol screening test for consumer self-testing after drinking and before deciding whether to drive. We are expanding retail distribution and I thought it may be relevant for [Retailer / Company]. I would be glad to send a short buyer overview if you are open to it. — [Rep Name]

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VOICEMAIL SCRIPT

Aim for 25–35 seconds. Speak slowly enough for the buyer to capture your name and phone number.

Hi [Buyer Name], this is [Rep Name] with Sober Self-Test®. We have an FDA-cleared, over-the-counter saliva alcohol screening test designed for consumers to use after drinking and before deciding whether to drive. I am reaching out because I believe it could be a strong fit for [Retailer / Company]. I would like to send you a short overview and pricing. You can reach me at [Phone]. Again, this is [Rep Name] at [Phone]. Thank you.

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TELEPHONE OPENING

The goal of the opening is to earn the next step: permission to send information, schedule a meeting or present a sample.

“Hi [Buyer Name], this is [Rep Name]. I represent Sober Self-Test®. Do you have 30 seconds so I can tell you why I am calling?”

If yes:

“Sober Self-Test® is an FDA-cleared, over-the-counter saliva alcohol screening test for consumer self-testing after drinking and before deciding whether to drive. It is simple, takes about 3 minutes, and can be merchandised at checkout or in several high-traffic retail areas. I would like to send you a one-page overview and see if it makes sense to schedule a short follow-up. What is the best email for you?”

If the buyer is busy:

“No problem. I can send a one-page overview first. What is the best email address, and when would be a better time for me to follow up?”

REP REMINDER: KEEP THE NEXT STEP SIMPLE

Every outreach should make it easy for the buyer to say yes to one small next step: send the sell sheet, review pricing, receive a sample, schedule a 10-minute call, or place an opening order.

