

## Market Research for FMS

### Email 1: Welcome Email - They opt-in for a free brochure and they're on Gmail waiting for their brochure

SL: Field Management For Novices

Before moving any further you should consider the common roadblock that might stop you from

- Increasing profits by doing more jobs in the same amount of time
- Increasing customer satisfaction
- Increasing employee satisfaction.

People just like you will tell themselves "It's too expensive" and push it down on the priority list.

It might be if you don't understand time and money.

You need to understand the basics. If your engineer completes paper worksheets that takes him 5 minutes per job and he does 4 jobs a day. That's 20 minutes to fill out paperwork.

That's not including the admin work that happens after the paperwork is back in the office.

There are hundreds of companies that have saved themselves thousands by implementing standardised field management software

**On average a paper-based business will lose £50400 per year because of wasted time...**

[You can see exactly how much you're losing here...](#)

Here is your brochure which explains everything you need to know about Field Management Software in your industry.

[See how Field management software is used in your industry to save £50400 per year](#)

*P.S. In the following email, you will gain insight into how a maintenance company doubled their profit in 12 months.*

### Email 2: HSO success story, don't sell

SL: Extra £168000 in 12 months as a maintenance

One of our partners Mark, has just doubled his profit from analyzing his field operations process.

Mark was dumbfounded when he realised how much money was left on the table...

Admins spend 3+ hours a day creating reports, scanning documents, matching photos, and chasing records/information.

Engineers would cost Mark £150 profit (not including diesel) because they travelled back to the office

Mark was originally using a semi-digitized job management process, mainly using spreadsheets and paper job sheets.

Sometimes the engineers would miss information so they had to call back to the customer.

Job sheets would come back damaged, or not be returned at all.

There was action that needed to be taken...

Mark explained the problem to a friend who recommended he look at an industry-specific tool.

After the initial acquisition, Mark chose one that fitted his company like a glove because he could see exactly which engineer finished early so he could assign them a new job and the admin cut down to 30 minutes a day.

*P.S.*

*Mark gave more details about what he discovered once he doubled his profit. Stay tuned for the next email.*

## Email 3: DIC common roadblock when using field management software

Roadblock = time management.

### **SL: Why your maintenance company will never see an extra £200k**

£200k is a figure you'll never see in your any of bank accounts if you don't operate your time efficiently.

Every maintenance business once started by using a manual process but it only got them to £100k...

The reason you're missing the other £100k is that the small actions are being overlooked.

Every extra click

Every extra spreadsheet

Every engineer chased for information

It all adds up...

In the next email, I will tell you about a tool that 99% of maintenance businesses use to gain control of their operations, profit from their time, and double their profits.

## Email 4: DIC to sell the demo

**SL: “secret” operations tool released.**

It's crazy how easy it is to double your profit without hiring more staff or increasing expenditure.

And yet, you're overstaffed, don't have enough jobs, and waste too much time doing admin...

That's because every business that's reached £1,000,000 used the same secret tool.

In fact, when they have a bad month or quarter, they know exactly what happened and lead with data-driven decisions.

To get a sneak peek at the tool that £1,000,000 maintenance companies are using

**[Click here](#)**