POSDATA Cold E-mail Outreach Sequence - WMM

1a. Initial outreach message

Hello, NAME.

I'd like to help MANUFACTURING/WAREHOUSING/DISTRIBUTION COMPANY NAME automate its operations and boost its productivity and bottom line by implementing Zebra's Warehouse Maturity Model.

Zebra's Warehouse Maturity Model is a five-phase framework that helps identify the current challenges your business is struggling with and outlining the most optimal strategy and tools to modernize your operations. Since most warehousing businesses aim for at least partial automation within the next five years, this can help you remain competitive.

Would you be open to a short conversation about it with one of our lead representatives? How does your schedule look like next week for a 15-minute call?

Michael Norton
POSDATA
Marketing Manager

1b. 1st Follow Up If Lead Has Not Responded

Hello, NAME.

Since I haven't gotten a response from you, I wanted to make sure that my e-mails are reaching you.

It's likely that MANUFACTURING/WAREHOUSING/DISTRIBUTION COMPANY NAME is already modernizing its operations with tools such as barcoding technology. With ever-increasing demands on warehouse operations, now is a good time to evaluate your current positioning and determine your next steps for your warehouse automation.

Zebra's Warehouse Maturity Model is a tried and tested process that helps businesses eliminate unnecessary practices and provides a framework for introducing modernization strategies that support your business goals.

Would your company benefit from this? How about a quick call to speak with one of our lead representatives about the value we can provide to MANUFACTURING/WAREHOUSING/DISTRIBUTION COMPANY NAME.

Michael Norton
POSDATA
Marketing Manager

1c. 2nd Follow Up If Lead Has Not Responded

Hello, NAME.

I've sent you a few e-mails, but I haven't heard back from you.

POSDATA specializes in helping manufacturing, warehousing, and distribution companies improve their resilience and bottom line. Since MANUFACTURING/WAREHOUSING/DISTRIBUTION COMPANY NAME is likely working through more challenges than usual due to the pandemic, I wanted to help you eliminate wasteful practices and improve productivity with Zebra's Warehouse Maturity Model.

Are you available next week for a quick chat? We'd love to speak about your business goals and challenges and the most beneficial course of action to overcome them.

Michael Norton
POSDATA
Marketing Manager

2a. If Lead Is Open to a Call and Time Suits

Hi, NAME.

Great to hear back from you. The time works for us. Would you prefer to talk over the phone or have a Zoom call instead?

It would also be extremely beneficial if you could briefly describe your business goals and challenges as well as the technology you are currently using. It would help us save time and make the most of our call.

Best regards,

Michael

2b. If Lead Is Open to a Call and Time Suits

Hi, NAME.

Great to hear back from you. Unfortunately, we won't be available at this time. How about ALTERNATIVE TIME?

Best regards,

Michael

Hi, NAME.

Great. Would you prefer to talk over the phone or have a Zoom call instead?

It would also be extremely beneficial if you could briefly describe your business goals and challenges as well as the technology you are currently using. It would help us save time and make the most of our call.

Speak to you soon.

Michael

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3. If Lead Says They Are Not Interested/Unable to Invest Now

Hi, NAME.

Thanks for your reply. I understand that REPHASE THEIR REASON FOR SAYING NO.

If at any point this changes, don't hesitate to reach out to us. We'll make time to speak to you.

Take care,

Michael

4a. If Lead Requests More Information

Hi, NAME.

I'm glad to hear that you'd like to explore Zebra's Warehouse Maturity Model. Please find attached introductory information on it.

Let me know what you think.

Regards,

Michael

4b. Follow-Up to 4a (3-5 Business Days Later If Lead Does Not Respond)

Hi, NAME.

Hope you are doing well.

A few days ago, I sent you information on Zebra's Warehouse Maturity Model. Have you had a chance to look through it?

We'd love to speak to you about the possibility of helping MANUFACTURING/WAREHOUSING/DISTRIBUTION COMPANY NAME implement it. When would be a good time for a call?

Best,

Michael

5a. If Lead Says They Are Not the Right Person to Speak To

Thank you for your response, NAME. Would you be able to direct me to the right person?

Regards,

Michael

5b. Initial E-mail to Person Lead Has Referred

Hello, NAME.

I've been directed to you by your colleague LEAD NAME after discussing the value Zebra's Warehouse Maturity Model could offer to MANUFACTURING/WAREHOUSING/DISTRIBUTION COMPANY NAME.

The Warehouse Maturity Model is a five-phase process that helps identify the issues and challenges affecting your business and select the most beneficial strategy and tools towards modernizing your operations. It can help your business remain competitive and improve productivity.

Would you be open to a short conversation about it with one of our lead representatives? How does your schedule look like next week for a 15-minute call?

Michael Norton
POSDATA
Marketing Manager