

POSDATA Cold E-mail Outreach Sequence - SMB

1a. Initial outreach message

Subject Line: *Let's Speak about Digitalizing Your Workflows*

Body:

Hello, **NAME**.

I'd like to help **COMPANY NAME** improve inventory and asset visibility and enable faster, more efficient, and more accurate workflows.

We are a certified Zebra Technologies' partner, and we work with a wide range of solutions such as mobile computers, tablets, and printers.

Would you be open to a short conversation about the value we can deliver to your company 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

Subject Line: *RE: Let's Speak about Digitalizing Your Workflows*

Body:

Hello, **NAME**.

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

It's likely that **COMPANY NAME** is already digitalizing its workflows. However, using legacy solutions can be causing workflow disruptions, delays, errors, and business losses.

At POSDATA, we work with industry-leading barcode and RFID printers, mobile computers, tablets, and scanners from Zebra Technologies. Zebra's solutions are globally recognized due to their rugged design, durability, speed, ease of use, and long-term value.

Would your company benefit from them? How about a quick call to speak with one of our lead representatives about the value we can provide to **COMPANY NAME**?

Michael Norton
POSDATA
Marketing Manager

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

Subject Line: *RE: Let's Speak about Digitalizing Your Workflows*

Body:

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 streamline their workflows and boost productivity and accuracy with barcode and RFID printers and mobile solutions. So, I wanted to help **COMPANY NAME** modernize its current processes.

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

Subject Line: *RE: Let's Speak about Digitalizing Your Workflows*

Body:

Hi, **NAME**.

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

It would also be extremely beneficial if you briefly described the technology you are currently using as well as any challenges that are affecting your company's workflows and productivity. It would help us save time and make the most of our call.

Best regards,

Michael

Alternative e-mail to transfer to an SDR:

Subject Line: *RE: Let's Speak about Digitalizing Your Workflows*

Body:

Hello, NAME.

Thank you for your response.

Our **JOB TITLE NAME SURNAME** will actually be meeting with you to discuss the solutions that POSDATA is working with. I have copied him in this e-mail so that you have his contact information. He will be the one scheduling the meeting with you.

Let us know if you have any questions before the meeting.

Once again, thank you for your interest, and **FIRST NAME** is looking forward to meeting with you.

Best regards,

-Michael

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

Subject Line: *RE: Let's Speak about Digitalizing Your Workflows*

Body:

Hi, **NAME**.

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

Best regards,

Michael

Subject Line: *RE: Let's Speak about Digitalizing Your Workflows*

Body:

Hi, **NAME**.

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

It would also be extremely beneficial if you briefly described the technology you are currently using as well as any challenges that are affecting your company's workflows and productivity. It would help us save time and make the most of our call.

Speak to you soon.

Michael

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

Subject Line: *RE: Let's Speak about Digitalizing Your Workflows*

Body:

Hi, **NAME**.

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

If at any point your needs change, 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

Subject Line: *RE: Let's Speak about Digitalizing Your Workflows*

Body:

Hi, **NAME**.

I'm glad to hear that you'd like to learn more about our solutions. Please find attached introductory information on them.

Let me know what you think.

Regards,

Michael

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

Subject Line: *RE: Let's Speak about Digitalizing Your Workflows*

Body:

Hi, **NAME**.

Hope you are doing well.

A few days ago, I sent you information on POSDATA's printers and mobile solutions. Have you had a chance to look through it?

We'd love to speak to you about the possibility of helping **COMPANY NAME** improve inventory and asset visibility and workflow efficiency. When would be a good time for a call?

Best,

Michael

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

Subject Line: *RE: Let's Speak about Digitalizing Your Workflows*

Body:

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

Subject Line: *RE: Let's Speak about Digitalizing Your Workflows*

Body:

Hello, **NAME**.

I've been directed to you by your colleague **LEAD NAME** after discussing how POSDATA can help **COMPANY NAME** improve inventory and asset visibility and enable faster, more efficient, and more accurate workflows.

We are a certified Zebra Technologies' partner, and we work with a wide range of solutions such as mobile computers, tablets, and printers.

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

Michael Norton

POSDATA

Marketing Manager