

- 1) I want to make the email capture customers' attention
- 2) I am addressing business owners, who want tax breaks and banking assistance
- 3) Funnel level: 1, They don't trust Nicola (my client) or me with his product
- 4) I want them to read the email from start to finish and then book a sales call
- 5) They must realize that Nicola's service has value and can bring great results. They must be curious to read the email

Target:

Men

Over 30

Business owners

High income

Located throughout Italy

Actual state

- they are afraid of not getting the loan or of taking too long
- they are frustrated by not having the money they need for their projects
- they feel stressed and insecure about having to handle a credit application alone
- they don't solve it on their own because credit officers (like my client) have more experience and contacts

Dream state

- if they could, they would magically realize their plans
- they want their business to succeed

Keywords:

care, attention, professionalism, efficiency, competence, speed

Good evening Dr. *****.

I'm N*****a S****, Credit Consultant at Eurolending Mediazione Creditizia Srl.

In past years we have already had the opportunity to work together. It has been operating in the credit sector for over 20 years, covering the role of Agent, first of MPS Leasing & Factoring Spa, then of Banca del Mezzogiorno and finally of Banca Progetto, providing services with professionalism and efficiency.

The EUROLENDING company has entered into around ten active agreements with the main credit players at national level, from traditional banks, fintechs, leasing companies etc...

(BCC ROMA, IBANK, ILLIMITY, BANCA DEL FUCINO, BANCA CENTRO LAZIO, VIVIBANCA, SACE, CF+, CREDIMI, BANCA SISTEMA, BANCA DI DISCONTO, OPYN, COOP FIDI, BANCA DEL FRUSINATE, SG LEASING)

We can set up the most suitable operation for your business, to be presented to the affiliated credit institutions for short-term operations:

- overdraft
- advance invoices
- factoring
- Disposal of tax credits also from superbonus

and medium and long term:

- Leasing
- Unsecured and mortgage loans
- Minibonds
- Facilitated and extraordinary finance operations

assisted or not by public guarantees such as Mediocredito Centrale, Sace and Ismea, for which we avail ourselves of the assistance of a specialized service.

In order to give you as clear a picture as possible, I am attaching the company profile of the company you represent with the aim of setting up a video call to get to know the services offered.

Thank you for your attention, cordial greetings.

The Eng. N***a S***

additional note