

B2B Email Copy for A Potential Telecommunications Client

Subject Line: Let's Partner Together for a Healthy Lifestyle

Dear Sasha,

My name is Trevor D'Silva, and I am the Sales Rep for Plivo. We have a friend in common — Sharon Carter, who went to Harvard around the same time you attended, told me to contact you. I see that you are the CTO and co-founder of the company Thrive Market. Congratulations on your success.

As someone who is into sustainability and healthy living, I'm very happy to get in touch with you. I believe that we have one body to take care of and keep healthy, and one world for our descendants to inherit. In order for that to happen, we need to switch over to organic food and plant-based products. That's why, I am excited to get in touch with you.

I work for Plivo, a company that offers a variety of products that helps businesses to communicate and interact with their customers worldwide. I believe these products would benefit your company and help you grow gaining many new customers. As someone who shares the same views as you do, I'm very glad to help you do that and to achieve other KPIs. You will have a lot of satisfied customers who will know where their product is every step of the way during the delivery process and when it will arrive.

Here's a list of some of the products we offer

- **Contacto** is the most reliable cloud Contact Center Solution to keep your agents productive and identify coaching opportunities in real-time.
- **SMS/MMS API** Interacts with your customers globally by programmatically sending and receiving text, audio & video messages.
- **Voice API** Integrate voice calling within your applications. Make, receive, and control calls across the world programmatically.

Number API Instantly buy local, mobile, and toll-free numbers in more than 65 countries using Plivo's API and console.

There are many more products, which you can choose from. Here's a link to the website if you would like to know more. www.plivo.com

If you would like to discuss further, I will be more than happy to talk to you and help you choose the best product for your company. How's your schedule for the rest of this week? Here's a link to my calendar [Insert link here] or you can give me a call at [number], and I will be glad to set some time for you.

Looking forward to talking with you soon.

Regards,

Trevor

Follow Up #1

2 Business Day Follow-up Email

Subject Line: It'll Be Great to Hear from You - Let's Partner Together for a Healthy Lifestyle

Dear Sasha,

Hope you are doing well.

This is Trevor D'Silva a friend of your former Harvard classmate Sharon Carter.

I am just following up on an email I sent two days ago. It may probably have gone to your junk folder or you probably were busy, but it is below in case you need to see it again. Please review it and contact me at your earliest convenience. You can click on [link] to set up an appointment for this week or next, or you can call me at [number]. Please pick whichever works best for you.

It would be great if we can partner together to help promote a healthy lifestyle to more people in the US or worldwide.

Thank you and looking forward to hearing from you soon.

Warm regards,

Trevor

Follow Up #2

3 Business Days Follow-up Email

Subject Line: Your Response Would Be Appreciated - Let's Partner Together for a Healthy Lifestyle

Dear Sasha,

Hope you are doing well.

This is Trevor D'Silva a friend of your former Harvard classmate Sharon Carter.

I'm once again following up with you just to see if you're still interested in using our products to reach more customers worldwide. If you have any questions or concerns with our products, I will be very willing to talk it over with you.

If you decide to purchase our products, the company will offer a discount of **25%** due to the coming Easter Holiday. So, this is your one and only chance to get the product of your choice at a lower rate. **After next week, the offer is no longer valid.**

You can click on [link] to set up an appointment this week or next, or you can call me at [number]. Whichever works best for you.

It would be great if we can partner together to help promote a healthy lifestyle to more people.

Thank you, and looking forward to hearing from you soon.

Warm regards,

Trevor