

Email to persuade clients using competition to have a meeting or conversation with Valmont

Treat this as a cold email... These emails will require research into the person you're sending the email to.

***Note:** don't change the spacing, sentence lengths, or paragraph length and spacing.

***[]** verbiage is instructions, and not to be included in the email

Initial Email**Subject/Headline Option 1:**

[First Name], You don't have to live with your 2022 supply-chain headaches...we've helped [495] clients deal with them.

Subject/Headline Option 2:

[First Name], are your [lightpoles and traffic structures] getting to you when you need them?

Subject/Headline Option 3:

[First Name], is your [lightpole and traffic structure] pricing impossible to predict? We can help.

Subject/Headline Option 4:

[First Name], are you getting the pricing support from your suppliers that you need? We can help.

Subject/Headline Option 5:

[First Name], is your [lightpole and traffic structure] supplier giving you the help you need to win project bids? We're helping [495] clients do just that.

Body Copy Option 1
Use subjects 1 or 2

[Break the Ice: use just one of these]

Hi [First Name]; as a [state title from LinkedIn], I'm sure you're finding the electrical infrastructure business super challenging.

[OR]

Hi [First Name]; I'm not going to pretend we know each other. But I did notice we have someone in common: [state name of someone in their first tier network from LinkedIn]

[OR]

Hi [First Name]; I noticed [you lead your company's] or [you're an active member in your company's] cost estimating department.

[OR]

Hi [First Name]; I noticed [company name] is active on the [name of project] and [name of project] projects. Congratulations on winning those!

[Body Copy:]

If you're like many contractors, you're feeling the pressure from supply-chain disruptions; delayed product, unreliable schedules, order delivery surprises. Makes it hard to satisfy YOUR clients, right?

We can help with that. Valmont is the trusted supplier to [495: get real number and it must be specific] contractor clients across Canada. You'd be working with the trusted supplier for the complex Pattullo Bridge project, all the infrastructure projects for the demanding Cities of Montreal, Regina, and Calgary among others, and trusted supplier to Manitoba Hydro and Toronto Hydro.

Would finding out how we can help you with your current head-aches interest you?

If so, here's a suggestion let's hop on a quick zoom call where you can ask questions and get the answers you need. Looking at my calendar, I have [Date and time] and [Date and time] free.

[your first name]

**Body Copy Option 2
Use Subject 3 or 4**

[Break the Ice]

Hi [First Name]; as a [state title from LinkedIn], I'm sure you're finding our electrical infrastructure business super challenging.

[OR]

Hi [First Name]; I'm not going to pretend we know each other. But I did notice we have someone in common: [state name of someone in their first tier network from LinkedIn]

[OR]

Hi [First Name]; I noticed [you lead your company's] or [you're an active member in your company's] cost estimating department.

[OR]

[Body Copy:]

Hi [First Name]; I noticed [company name] is active on the [name of project] and [name of project] projects. Congratulations on winning those!

If you're like many contractors, you're likely reeling from the impact of constant and unexplained price increases.

We can help with that. Valmont is the trusted supplier to [495: get real number and it must be specific] contractor clients across Canada. You'd be working with the trusted supplier for the complex Patullo Bridge project, all the infrastructure projects for the demanding Cities of Montreal, Regina, and Calgary among others, and trusted supplier to Manitoba Hydro and Toronto Hydro.

Would finding out how we can help you with your current escalation head-aches interest you?

If so, here's a suggestion: let's hop on a quick zoom call where you can ask questions and get the answers you need. Looking at my calendar, I have [Date and time] and [Date and time] free.

[your first name]

**Body Copy Option 3
Use Subject 5**

[Break the Ice]

Hi [First Name]; as a [state title from LinkedIn], I'm sure you're finding our electrical infrastructure business super challenging.

[OR]

Hi [First Name]; I'm not going to pretend we know each other. But I did notice we have someone in common: [state name of someone in their first tier network from LinkedIn]

[OR]

Hi [First Name]; I noticed [you lead your company's] or [you're an active member in your company's] cost estimating department.

[OR]

[Body Copy:]

Hi [First Name]; I noticed [company name] is active on the [name of project] and [name of project] projects. Congratulations on winning those!

If you're like many contractors, you might be struggling to get better support from your suppliers, to win project bids.

We can help with that. Valmont is the trusted supplier to [495: get real number and it must be specific] contractor clients across Canada. You'd be working with the trusted supplier for the complex Patullo Bridge project, all the infrastructure projects for the demanding Cities of Montreal, Regina, and Calgary among others, and trusted supplier to Manitoba Hydro and Toronto Hydro.

Would finding out how we can help you with your current supplier support headaches interest you?

If so, here's a suggestion: let's hop on a quick zoom call where you can ask questions and get the answers you need. Looking at my calendar, I have [Date and time] and [Date and time] free.

[your first name]

Follow-up Email (if no answer to first email)

Subject/Headline Option 1:

[First Name], This is a better idea for you

Body Copy 1

[First Name]

I sent you an email recently about meeting so that we can show you [how we can help you win more bids] [OR] [better deal with price fluctuations] [OR] [better manage delivery disruptions]

[note make sure the above lead matches the original email offer]

But I realize a call, even a quick one, might not be the best next step for you right now.

So here's what I propose. Hit reply and I'll email you a list of major projects we've recently won. You can have a look and decide which ones you'd like more info on, and how we helped our clients get them. We're in a unique position to do that.

I would be happy to share some details that could help you win more business in the future.

Makes sense?

[your name]

Subject/Headline Option 2:

[First Name], this multiple-choice answer should help

Body Copy 2

[Note: you can modify the numbered list, as you see fit]

I sent you an email recently about meeting to tell you about how we can make you more successful with your project bids.

But I realize you're probably swamped right now. I understand how priorities can shift.

So how about this; just reply with the number of the answer below, that best describes your current situation:

- 1 I'm swamped right now, let's reconnect in a few weeks
- 2 I want more details before we set up a meeting
- 3 I don't really care about winning more business. I like having boring days where we don't really make any progress.

[your name]

Subject/Headline Option 3

[First Name], Did you get this?

Body Copy 3

[Note: cut and paste the original email into this email, OR resend it with the following note, from your "sent" folder. Caution: don't overuse this technique. It can result in alienating the client]

[First Name], did you get this?

I'm worried it might have gone to your junk folder...

[your name]

Subject/Headline Option 4

[First Name], I need your advice

Body Copy 4

[First Name]

I reached out to you recently about meeting so that we can show you [how we can help you win more bids] [OR] [better deal with price fluctuations] [OR] [better manage delivery disruptions]

[note make sure the above lead matches the original email offer]

I realize this may be on the backburner for you at the moment. I understand how priorities can shift.

May I ask for your advice?

You know your challenging situation with creating winning bids and quotes better than I do.

What do you suggest would be a next step... to connecting so that we can help you grow?

[your name]

Subject/Headline Option 5

[First Name], What's getting in the way?

Body Copy 5

[First Name]

To be frank, I'm scratching my head wondering what's getting in the way of you taking advantage of working with us to win more successful business.

Is it some concern you have? Maybe you need some more specific details on what we've been able to do with other contractors?

How can I help?

[your name]