

Sales Email Sample for B2B Tech Firm

The following pages contain a sales email intended for follow-up after an initial telephone sales call. The client is a start-up tech firm offering various IT solutions to a very generic and unsegmented B2B prospect list.

Items in box brackets are explanatory or instructional.

The client company's name has been left in the sample copy because the name is integral to the theme of the email.

At just over 800 words, this copy is longer than I would have preferred for an email, but was necessary to encapsulate the breadth of what the company was offering to its unsegmented list. An axiom of copywriting is to make the copy only as long as it needs to be. In most cases, we would have worked toward more targeted pain points, and shorter copy, but this circumstance necessitated generality.

The copy is written in British English because the company is marketing itself primarily in Australia and Europe.

Subject line: Remember this...

Hello [insert first name],

It was a pleasure speaking with you today. Thank you for your time and interest in our company.

If you're like me, you often have a business conversation with someone and think to yourself, "I don't need their service right now, but I may in the future." You make a mental note to remember them.

Then some time passes, and you forget about the contact. Or maybe the contact is still familiar to you, but you can't quite remember what they specialize in.

Well, that's what this email is for: To help jog your memory.

We're that company named after the cute, wide-eyed, orange, fist-sized octopus, called the Adorabilis. That's an image that's easy to remember, right? And did you know that the octopus is one of the most intelligent animals in the sea?

Now, when it comes to tech matters for your company, can you relate to some of these concerns?

Have you suffered project overruns?

Maybe you've outsourced before on projects that don't get finished on time. Or there were unexpected extras that got tacked on to the price. Not good, right? Well, that's not us.

Because of the knowledge and experience our tech specialists have, they know how to quote projects accurately and they have the professionalism to get the job done. They are true professionals. When you need things done on time and on budget, think Adorabilis.

Can you compete with the big guys?

Are you struggling to recruit the IT talent you need? Maybe there's no room in the budget for a department of programmers? Let our experience be your benefit.

Your business can compete with the large firms. You can access the same skill sets that the big firms have, for a fraction of the price. This provides you with a competitive advantage.

Sure, budget funding can be scarce, but resources don't have to be. With an on-demand IT team available to you, that app can be developed, the software can be tested, and your product can be launched. Quickly and easily.

Why Ukraine?

You might be wondering why you'd want IT experts in Kyiv, Ukraine. Did you know that Ukraine is home to a vast IT community? The country is among the world leaders for annual graduates in software development. It boasts over 300 universities, producing 16,000+ tech graduates annually. And the cost of doing business in Ukraine is far less than that of Silicon Valley, Israel, the UK, or Germany.

Why do those statistics matter to you? Because Ukraine provides your business with access to highly trained programmers and developers, for less cost than in other countries. It means you save money, while still receiving top notch talent.

Plus, according to DOU.UA, 80% of Ukraine's tech workers possess intermediate or better English skills. Because we are an Australian company with workers in Ukraine, there are never any language problems.

What's our best kept secret?

Have you found that it's a costly hassle to staff a department? Many CEOs feel this way.

But we have a secret to share. You see, our services are scalable. When a large team is required, you'll have one. When only one or two experts are needed, you'll have that too. If you simply need some advice, you'll receive it from professionals you know and trust.

Your business can enjoy a full range of IT support without the overhead.

Whether your needs are of an ongoing nature, or just for an interim task, Adorabilis is the fit you'll appreciate.

But, what do we do?

Just like how the octopus has eight arms, we possess eight core competencies. We want to become your digital partner and provide you with expertise in the following areas:

- App Development
- IT Consulting
- Team Extension
- Software Development
- QA & Software Testing
- Big Data and Analytics
- Cloud and DevOps, and
- Internet of Things.

We're confident that our highly skilled programmers and developers are the solution to your digital needs.

If you'd like to learn more now, you can visit our website at [insert web link].

A favour for you

Do yourself a little favour. Keep this email handy. That way, when the time comes that your business needs our services, you can easily call or email us.

Of course, if your situation requires immediate attention, all you have to do is reply to this email with some details about your project. We'll be happy to schedule a call with the right team members to find a solution for you.

Sincerely,
The team at Adorabilis.
[insert contact information]

P.S.: If you know of another executive who could benefit from partnering with a team like us, please let us know. We'll be sure to give you the credit. It's a triple win: They'll be happy you helped, you'll feel good for the assist, and we'll appreciate your confidence in us.