

## **Email audience**

Titles: C/VP/D/M - CEO; Owner; Founder; Partner; Principal; Accounting Manager; Vice President of Finance; Treasurer, CFO, Controller, President

Industries: Business Services; Automotive Parts; Building Materials; Chemicals & Related Products; Computer Equipment & Peripherals; Electronics; Food & Beverage; Furniture; Industrial Machinery & Equipment; Medical Devices & Equipment; Plastic, Packaging & Containers; Pulp & Paper; Sporting Goods; Tires & Rubber; Toys & Games; Minerals & Mining; Consumer Electronics & Computers; Retail; Grocery Retail; Transportation

Company Revenue: \$50-250M

Region: Illinois, Wisconsin, Ohio, Indiana, Michigan, Iowa, Minnesota, Utah, Missouri, Kansas

## **Internal Use: [Samaria]**

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### **Intro 1 [Medium]**

*Subject Line: A classic "whodunnit"*

{{first\_name}},

When invoices are 90 days past due, everyone starts to feel the heat. If you don't get paid, you may not be able to make payroll, or pay your suppliers--and people are going to want answers.

Instead of pleading the case in front of your team, you could sign up for credit insurance. If someone doesn't pay you, even after you've exhausted your methods of collections, we take over and reimburse you for qualifying outstanding receivables.

So, whodunnit?

I don't know; but it sure does matter a lot less when you're still getting paid.

Are you interested in a more secure way of doing business?

-{{sender.first\_name}}

### **Intro 2 [Medium]**

*Subject Line: A valid fear*

{{first\_name}},

How underwater would you be if you lost your top client overnight?

Most businesses aren't in the position to handle \$10 million in an unforeseen loss. At the same time, it's hard to try and grow your company if you're unsure if your potential clients will be able to pay you back each and every time. You need a consistent way to ensure your deals don't fall through.

The solution? Credit insurance.

Are you interested in exploring this avenue further?

Thanks,  
{{sender.first\_name}}

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**Referral A [Medium] (5 Days, Re:)**

{{first\_name}},

I'm trying to discuss credit worthiness, but I guess I should first make sure I'm worthy of your time.

If there's someone else on your team you'd prefer for me to reach out to, would you mind forwarding me their way?

Thanks,  
{{sender.first\_name}}

**Referral B [Medium] (5 Days, Re:)**

{{first\_name}},

If you'd prefer I reach out to another member of your team about credit insurance, would you mind providing me with their email?

-{{sender.first\_name}}

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**\*\*NEW EMAIL THREAD\*\***

**Reintro 1 [Medium] (5 Days)**

*Subject Line: The million dollar question*

{{first\_name}},

For many small businesses, increasing your advance rate from your lender can seem like an impossible task, especially if you don't have the right tools to leverage.

Not only does credit insurance ensure you get paid, but it also makes a great collateral enhancement tool. With the guarantee of always getting paid, you're able to leverage a higher advance rate for your on-going business cash flow needs.

Are you interested in discussing this further over a quick call next {{weekdays\_from\_now 1}}?

-{{sender.first\_name}}

**Reintro 2 [Medium] (5 Days)**

*Subject Line: Fool me once...*

{{first\_name}},

At this point, maybe you're thinking, "I've had similar credit insurance policies in the past and the insurance companies have cancelled coverage on me, in my greatest time of need."

Point blank and simple: they shouldn't have done that.

At [CLIENT NAME], we act as your advocate. That means no marking up rates, no fluff-filled policies, and no leaving you stranded when you're looking to take advantage of the policy you've been paying for. With us, you'll have new, incremental sales and profits while gaining the ability to work with higher-risk clients and markets.

Any interest in hopping on a call so we can walk through any other reservations you might have?

Thanks,  
{{sender.first\_name}}

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**Follow-Up A [Medium] (5 Days, Re:)**

{{first\_name}},

I try and keep my emails brief, but I am hoping I can set up a time to discuss the benefits of credit insurance with you.

Is there a day next week that works best for a quick call?

Thanks,  
{{sender.first\_name}}

**Follow-Up B [Medium] (5 Days, Re:)**

{{first\_name}},

Do you have 15 minutes available {{weekdays\_from\_now 3}} for a quick call?

-{{sender.first\_name}}

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**Breakup A [Medium] (5 Days, Re:)**

{{first\_name}},

They may say “there’s no time like the present,” but that’s not always the case.

I’ll reach back out again in a few months to see if you have any questions about credit insurance. In the meantime, I wish you the best.

Until then,  
{{sender.first\_name}}

**Breakup B [Medium] (5 Days, Re:)**

{{first\_name}},

Perhaps a conversation about credit insurance isn’t currently in the cards.

For now, I’ll take your silence as a sign. If you or your company needs credit insurance, please keep my contact information.

Otherwise, I hope to connect in the future.

-{{sender.first\_name}}