

## TASK EMAIL MESSAGING

March 2022

Subject line: 4 words Max

Body: 120 words or less

<b>Email #1 Note to Self: Employees leaving / Outsource IT Pro</b>
<b>Peer Score:</b>
<b>Subject Line A1:</b> Knowledge walking out door?
<b>Subject Line A2:</b> Time for a MSP?
<b>Subject Line A3: Less Employees = Less Knowledge?</b>
<b>Subject Line A4:</b> Time to Outsource Employees?
<b>Subject Line A5: Need Outsourced IT help?</b>
<b>Body:</b> Dear Steve Wise; As with many industries today, novice as well as seasoned employees are leaving jobs in droves, creating a huge knowledge gap. This is especially true for IT professionals taking with them decades of honed skills and expertise - not to mention your mission... Like with many of our new clients, they got to this breaking point - less employees, less knowledge, creating internal struggles, loss of sales and morale and potentially loss of company. Does this situation sound familiar? Have you ever thought about developing a relationship with a Managed Service Provider (MSP)? Zivaro can partner with you to cover any existing or new human capital gaps, so your sales don't stop, nor your mission... Open to learning more?

<b>Email #2 Note to self: Lack of staff / need MSP</b>
<b>Peer Score:</b>
<b>Subject Line B1:</b> Need help with staffing?

**Subject Line B2:** Thoughts on MSP outsourcing?

**Subject Line B3:** Is staffing a priority?

**Subject Line B4:** Partner with a MSP?

**Subject Line B5: Outsourcing partner makes sense?**

**Body:**

Congrat's Steve on your promotion to Vice-President of IT!

If you're like most successful IT employers today, you are struggling with employees walking out the door with all your company knowledge, after decades of experience.

Would thinking about partnering with a Managed Service Provider (MSP) give you some relief around attracting, interviewing, finding the best match, and hiring, so you can focus on other company initiatives and tasks, be worth some thought?

Our clients come to us to leverage our experience, talent, strategic technology partnerships and flexible delivery models to deliver real-world outcomes for our clients for 25-years.

Does it make sense to continue this conversation?