



Subject: [SERVICE] Connects Your Technology to Your Goals

Hello,

We've noticed an interesting trend recently and thought it would be helpful to share it with you.

Over the past few months, several companies have approached us with a particular product in mind for their business. They were surprised when our response had nothing to do with specs or quotes. Instead, we simply replied to a question with a question: "What's your goal?"

As these companies-turned-clients have since found, that was the very first step of a new experience we call [SERVICE]. By first asking about your business rather than blindly jumping in, we often find that what you want isn't what you need. We don't want to sell you something that's not going to solve your problem!

We also don't want to sell you something and then leave you to figure out how to make the most of it on your own. After all, you come to us for our expertise. That should begin with a product, not end with it.

[SERVICE] puts our initial "What's your goal" conversation into actual practice. We create a clear roadmap that includes ongoing KPI tracking, quarterly reviews, and continued training of your team so that you can connect our solution directly to your key objectives.

Here's a brief one-pager on our program explaining how [SERVICE] helps you define success in your own terms and then keeps you on track toward achieving it:

[\[SERVICE\]: Premium Support for Premium Solutions](#)

I'd welcome the opportunity to chat more about how we can put our entire team behind your business from day one. Just let me know when would be a good time to schedule a call and we can set something up.

I look forward to speaking with you soon!

Thanks,  
{{sender first name}}



Subject: Realize the Full Value of Your Technology With [SERVICE]

Hello,

It goes without saying that technology and business go hand in hand these days. But, when was the last time you felt confident that the partner who sold you a product was actually interested in how you plan to use it to solve your problem?

Buying a solution is easy. Using it in a way that will achieve the goals you bought it for in the first place is a different story. It takes more than just some light training and troubleshooting from your partner. It takes a deeper relationship than a few check-ins here and there on the way to that end-of-year renewal call.

It takes a program like [SERVICE].

[SERVICE] is our way of staying by your side to help you get the best use out of our solutions over the long term. We provide critical consultative insights as well as the care and feeding your technology needs to grow your business.

Here's a quick overview of our program with more details about what you can expect from the team that continues to reinvent the client experience in our industry:

[\[SERVICE\]: The Next Evolution of CX](#)

I'd welcome the opportunity to chat about how we provide not only premium solutions for our clients, but the premium support that should come with it as well. Just let me know when would be a good time to schedule a call and we can set something up.

I look forward to speaking with you soon!

Thanks,  
{{sender first name}}

