



MATT MURPHY

CLIENT: Confidential  
PROJECT: Email  
OBJECTIVE: Create a 3-email drip campaign for cold prospects  
SUMMARY: Having developed most of its initial marketing materials at the company's launch, I was retained by a longtime client to write an autoresponder sequence, which resulted in multiple new accounts from a targeted mailing list within the first week

Subject: Save up to 45% on Business Software

Hi {{first name}},

Did you know that most software vendors make 70–95% margins on the IT solutions they sell to companies like {{company name}}?

That's not an exaggeration. We know because we spent many years as sales executives training the likes of Microsoft, Cisco, and other manufacturers of critical business software. So, we can tell you that their “best and final” offer is practically *never* the case.

These days, we're using this insight to help buyers like you. [CLIENT] is an independent IT contract negotiation firm that helps {{industry}} companies lower their costs. There's no reason to spend more than you should for the technology you depend on to operate effectively.

This is what you can expect from us once you've received your vendor's “best” offer:

- We start with a free consultation. If the deal looks good, we recommend signing it. We're not here to waste your time.
- If we see room to cut cost without impacting your terms, we get your approval to put a plan in place to do just that.
- We go beyond basic market benchmarking to do this. There are too many other factors that affect pricing to rely on this alone.
- It takes only a few days to determine a realistic estimate on fair-market price, which is usually 10–45% lower than their offer.
- No matter what happens, you pay *nothing* out of pocket. We simply earn a percentage of the additional savings you win.

In short, {{first name}}, there's zero cost or risk to see what we can do to save you money, and it takes up almost none of your time. Do you have few minutes to connect, or would you mind putting us in touch with the right member of your team to discuss this?

Thank you,  
{{sender first name}}



Subject: Take Control of Your Next IT Negotiation

{{first name}},

I wanted to send a quick follow-up to my last note about a common trend we're seeing among software buyers renewing their licensing deals or engaging vendors for the first time. Many of them, if not most, are leaving *a lot* of money on the table.

These vendors are expert negotiators. Not only do they do this day in and day out, but they also know that the vast majority of their customers *do not*. That allows them to take advantage of the situation with unnecessary markups well beyond fair-market pricing.

Well, we're also expert negotiators. And we know their sales strategy inside out because we're the ones who gave them the playbook to maximize their revenue. Now, we're turning the tables to help {{industry}} companies like {{company name}} significantly reduce their IT costs.

As an independent IT contract negotiation firm, [CLIENT] has no third-party affiliations and no interest in selling you someone's products. We're simply in it to give you the insider knowledge you need to even the playing field.

If you have time for a quick call, I can explain how we can help {{company name}} free up money on IT to better support other key areas of your business.

Regards,  
{{sender first name}}



Subject: IT Savings at No Cost With No Catch

Hi {{first name}},

You've probably seen a few emails from me recently about how we're helping {{industry}} companies like yours enjoy significant savings on their IT investments. I thought it might help to put this in perspective.

For instance, here's what we've done for some of our clients recently:

- Uncovered **\$224k in unnecessary overhead** during an enterprise CRM renewal
- Took another **\$330k off** of an ERP vendor's "best and final" offer in just four days
- **Saved \$663k** on a global corporation's key communications and security EA
- Managed an automation RFP that generated a **41% reduction** off the winning proposal
- Negotiated an **incremental 23% savings** before closing on a hardware VAR agreement

The best part about these results is that they came at absolutely *no financial risk* to our clients. This is because our success is based on yours. There's no up-front cost, and we only receive a portion of the savings we earn for you by securing best-in-class pricing.

I'd love to talk to you or the appropriate member of your team about how we can produce similar savings for {{company name}}. It would take no more than five minutes of your time, and the entire process would take only a few days if you decide to move forward.

Thanks, {{first name}}, and I look forward to hearing from you soon.

Best,  
{{sender first name}}

