

Hi Prospect,

If your Microsoft renewal is due shortly... consider having us help you negotiate a better discount with your existing LSP/Microsoft.

On a recent Microsoft renewal, we helped a client achieve an incremental 24% discount beyond what they had already negotiated and were assured was Microsoft's "best and final" offer, in under 3 business days.

We are not a competing VAR. We are an independent negotiation firm that has unique insights into the pricing and negotiation practices of Microsoft and their LSP partners. We engage to help negotiate additional discounts with your LSP-of-choice once they have provided you with your quote, without changing the scope of your licensing.

Our model is based on contingency, we get paid only on what we are able to save beyond what you have negotiated as your "best and final" discount with your LSP. And there is no fee for us to review your pricing with you.

If you're not the right person at {{company}} to discuss this with, please let me know. We would love to help you reduce your spend.

Thanks,

Hi {{Prospect}},

If your Microsoft renewal is ~~due shortly coming up...~~ consider having us we'd be interested in helping you negotiate a better discount with ~~your existing LSP/Microsoft or your LSP~~ at no risk or out-of-pocket cost to you.

~~For instance~~ On a recent Microsoft renewal, we ~~recently~~ helped a client ~~achieve an incremental gain a~~ 24% discount beyond what they had already negotiated and were been assured was Microsoft's "best and final" offer. ~~in under it took less than 3 business days, and we simply received a percentage of the additional savings we earned for them.~~

We ~~are not~~ are a competing VAR. We ~~are~~ are an independent negotiation firm that ~~has unique insights into~~ understands the pricing and negotiation practices of Microsoft and ~~their~~ its LSP partners. ~~Having come from that side of the business, we're able to engage to help negotiate additional~~ reduce discounts the quote you receive ~~with your LSP of choice once they have provided you with your quote,~~ without changing the scope of your licensing.

~~There's no fee or commitment to review your pricing. And, as mentioned, Our model is based on contingency, we get paid payment is based~~ only on what we are able to save discount beyond what you have negotiated as your LSP's "best and final" discount with your LSP offer. And there is no fee for us to review your pricing with you. So, we don't get paid if you don't save, and in any case you'll never pay more than what you've already negotiated.

If ~~you're not the right person~~ there's someone else at {{company}} ~~to we should discuss speak to about this with,~~ please let me know. We would love to help you ~~reduce your spend~~ save money.

Thanks,

MM

Matthew Murphy

This is a big part of what makes your service attractive. It's disarming, especially for people who would otherwise outright dismiss the note as "just another sales pitch." Mentioning this out of the gate is more likely to keep them reading on to find out more.

MM

Matthew Murphy

Contractions keep things personable while still presenting a professional, buttoned-up offer.

MM

Matthew Murphy

It's best to downplay some of the more common marketing speak, especially in a cold email where people are already on their guard.

MM

Matthew Murphy

This is a clearer, more conversational way to reassure them that there's no financial downside to this.

MM

Matthew Murphy

"We would love to help you save money" is a strong closer. The phrase "save money" is more direct, less "corporatey," and jumps off the page better than "reduce your spend."

Hi {{Prospect}},

If your Microsoft renewal is coming up, we'd be interested in helping negotiate a better discount with Microsoft or your LSP at no risk or out-of-pocket cost to you.

For instance, we recently helped a client gain a 24% discount beyond what they had already been assured was Microsoft's "best and final" offer. It took less than 3 business days, and we simply received a percentage of the additional savings we earned for them.

We aren't a competing VAR. We're an independent negotiation firm that understands the pricing and negotiation practices of Microsoft and its LSP partners. Having come from that side of the business, we're able to reduce the quote you receive without changing the scope of your licensing.

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If there's someone else at {{company}} we should speak to about this, please let me know. We would love to help you save money.

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