# CAMPAIGN IN A BOX – WANATEL RESELLER

## CLOUD PBX CUSTOMER EMAIL JOURNEY

### Message 1

*Subject: Meeting to discuss your cloud communications set up at <companyname>*

Hi

My name is <firstname>, <jobtitle> at <resellername>, an authorised VoIP solution provider. I’m contacting you as I believe our Cloud PBX solution may be a good fit for <company> to support you in controlling the cost of cloud communications and ensuring you have a feature-rich system to meet your business requirements, without unnecessary spend.

Entrust the management of equipment, hosting of the service and handling upgrades to the experts while you take care of your customers’ growing demands. You could **save up to 40% on your phone bills** and **move capex to opex** – at a **predictable monthly expense**. Our Cloud PBX solution not only saves calls over the Internet, it saves on risky infrastructure investments and costly cloud migrations.

Ideal for today’s distributed workforce and remote worker environments, our Cloud PBX has **no long-term lock-in clauses** – with a 30-day notice period, **free software upgrades** and no additional annual maintenance it should be something to consider.

Let me know if we could have a call to discuss further. I look forward to hearing from you.

Kind regards

<Salesperson>

5 DAYS LATER

### Message 2

*Subject: Re: Meeting to discuss cloud communications at <company name>*

Hi <firstname>

I thought I’d follow up on the below, in case it was missed. {Companyname} was selected for outreach in South Africa based on our previous successes in your sector - would you potentially be interested in picking up a call?

A Cloud PBX (Private Branch Exchange) is essentially a telephone system that is built, delivered and managed over the Internet. It uses IP-based telephony to provision and access services. It’s a great way for companies to save money and space, as traditional servers for PBXs are expensive and require expert maintenance.

I’d like to go into the specifics regarding the above and more, if of interest. I’d also be able to take you through a demo, and learn more about your current cloud communication challenges.

Please let me know a time this week that suits your schedule {Name}.

Kind regards

SEND 2 DAYS LATER

### Message 3:

*Subject: Re: Meeting to discuss cloud communications at <company name>*

Hi <firstname>

It seems I haven’t been able to make contact with you so far - I might be reaching out to the wrong person.

Do you have a colleague who might be best to speak to regarding your cloud communications at {Companyname}? I am happy to be referred onwards, if your responsibilities do not cover this side of the business.

As a quick reminder, we have a demo walkthrough of our system, available here, as well as our brochure about our feature-rich Cloud PBX, here. I recognize this takes time – and it would be great to walk you through this to pick out only the key areas that would be most fitting for your own scenario.

Take care,

SEND 2 DAYS LATER

### Message 4

*Subject: Re: Meeting to discuss cloud communications at <company name>*

Hi <firstname>

I’m following up one last time, in case of interest.

Our Cloud PBX solution is enterprise-ready for your remote workforce and could save you valuable costs and resources.

With a powerful and comprehensive set of features, <reseller’s> Cloud PBX offers the ideal solution for businesses facing a distributed workforce or remote worker environment.

Ideally suited for growing and changing environments, this is a true Unified Communications as a Service solution. In an environment where the future is unpredictable and costs are under scrutiny, shifting to a highly flexible, feature-rich and low maintenance solution will free up valuable resources for any business.

I’d be happy to set aside some time for a call next week, if you would like to discuss the above {Name}?

Kind regards