

Sales Essentials Portfolio Examples

EMAIL EXAMPLE #1: WARMCO CONTEST

Subject Line: Need A Game Changer for the Tradeshow

Make the Warm-Co Display Food Warmer your #1 overall pick at the National Restaurant Association Show.

Features:

- Outstanding presentation makes mouthwatering treats irresistible.
- High quality workmanship provides durability for plenty of opening and closing.
- Sleek attractive design makes immediate impact in various locations.
- Affordably priced to fit any budget.
- Made in USA to facilitate fast shipping, installation, and support

Click the button below to see what the #1 overall pick looks like:

[Get 25% Discount Coupon](#)

Creative Comments:

The concept after clicking the button goes to a Lead Landing Page where conference attendees can register for a personal tour at the tradeshow and get a 25% discount coupon to use with their order. An image of the equipment fully loaded with mouthwatering goodies, shows a collage of four pictures: in an upscale restaurant, bakery, deli, and convenience store to indicate different user options.

EMAIL EXAMPLE #2: RIVER CITY SECURITY

Subject: The Game Changer You've Been Looking For
Hey Charlie,

As I reflected on our brief phone conversation from last week, one thought keeps racing through my mind. *"Take care of your employees like you take care of your customers...build solid relationships with employees and customers alike for sustained growth."*

There is no doubt good employees are hard to find. They are the foundation of any successful and thriving business enterprise. They are worth their weight in gold. When you find good ones, do everything to keep them in the fold. Why? Because your employees are **ESSENTIAL** to the growth of your business by helping you implement your plans, achieve your goals, take care of your customers, expand into new markets, and impact the communities where you're located. No business owner can do all of this by himself. You need good employees to help you. **Your employees are a crucial part of the team, and they are tremendous assets that you cannot afford to keep training and then losing them to your competition.**

Here's how you can keep them with your company and dedicated to working for you....

Give them "peace of mind." That's what they want. Think about it from their perspective for a moment. You see, your employee is trading 8-10 hours of their day [life] to help you achieve your business goals in exchange for compensation. That compensation helps them take care of themselves and their families. When the compensation is good, the employee **focuses** on completing company objectives and the task at hand. When the compensation is lacking, they are always looking around (sometimes during work hours) for something else that can help them make ends meet for the month. Sure, they need a good salary to put a roof over their heads and food on the table, but they also need **assurance** that they have something to fall back on just in case. Your company can facilitate this happening.

The compensation you offer provides the peace of mind they seek. Why is peace of mind important? Because it allows your employee to focus on River City Security's goals and needs for 10 hours daily, instead of worrying about making rent or what may happen if they get injured and can't work.

Your company's compensation package must address your employees' basic needs. A good salary is a good start, but what other benefits can you provide? ***This is where our agency comes into the picture.*** We would love to show you how you can offer your employees some "peace of mind" type benefits that:

- 1. Will** cover their basic needs and concerns
- 2. Will NOT** cost River City Security any money out of pocket
- 3. Will** keep your employees focused on achieving company goals
- 4. Will** in fact, reduce the company's tax burden
- 5. Will** keep your employees loyal to River City Security
- 6. Will** provide a great retention strategy for keeping their services for years to come
- 7. Will** strengthen the company's compensation package which will help in recruiting new employees.

SEE, GAME CHANGER!!!

We would love to meet with you for about an hour this week to show you how we can make this happen seamlessly. We're happy to work around your schedule. Just tell me, what days and times are best for you?

Sincerely,
Armeater Boatwright
The Insurance Lady