

Sample: Sales Email for LBM Group (Part 2)
(Target: Software Developers)

Email Subject:

Following up on yesterday's email about selling 10,000 apps

Body Copy:

Hi [Recipient Name]:

As promised, I'm following up on my email from yesterday (the one about selling 10,000 apps through our company). I would like to explain how this would benefit you, what our offer is, and what the conditions would be. I know you're busy so I'll keep it short and to the point.

HOW THIS BENEFITS YOU

- Immediate cash flow, an estimated \$X over 60 days, with little to no effort on your part.
- A new customer database that you can use for future sales and marketing efforts.
- Increased exposure for your name/software.

OUR OFFER AND PAYMENT OPTIONS

- We are willing to pay \$x per app for the first 300 - after 300 the price will be \$x per app.
- Our payment options are flexible and we can pay daily or weekly.

CONDITIONS

- We do not guarantee any particular volume, however we project to sell at least 5,000 bundles a month for at least 2 consecutive months.
- We do not expect you to provide any support for customers (software is sold on an 'as is' basis).

We are happy to take this discussion to the next level, and are looking for a prompt response. We are launching our campaign within the next 30 days and expect any interested developers to contact us by August 1, 2011.

To take the next step simply reply to this email or visit our website for more information.

And if you are not the appropriate person to contact regarding this, can you please direct me to the right person?

I look forward to hearing from you so we can discuss this opportunity.

Best,

PS: By the way, this will be the last correspondence you receive from me regarding this offer. I respect your time and inbox. If you're not interested simply delete this message.

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