

Sales Enablement Copy

Product: Commercial Bread Toaster

Diana Cacy Hawkins

1. Cold Prospecting Email

Subject line:

Never dread special orders for toast again.

Hi Maria,

Congratulations on Brigs Cafe being named The Best Place for Brunch in Denver!

With a busy breakfast cafe such as yours, kitchen productivity is a major concern.

Our Advantage Kitchen Toaster's proprietary technology allows your kitchen staff to toast up to 500 slices per hour by quickly setting each special order without affecting the orders next to it.

Would you like to see how you can increase production by 22% just by switching to our toaster?

If so, here's a suggestion. Let's schedule a live online demo where you can see the toaster in action and ask any technical or performance questions you have.

Simply use my Calendly link below to schedule your choice of day and time.

Alternatively, we could meet Tuesday, March 14th, at 3 p.m. EST. Just reply to me here if you want to meet then.

Ranjeet