

Sales Qualified Leads Campaign Email 1

Subject: An offer you can't refuse?

Hi [FNAME],

It's ____ from xxxxx Janitorial Services. I know that we've recently spent time courting. However, I'm reaching out today to see if you'd be interested in taking our relationship to the next level.

You expressed an interest in us for a reason... hopefully for several reasons. And we were just as interested in working with you.

Maybe we should walk through your property to see if the fit is as good as we think. Or, if we've already done that, maybe you're ready to schedule a bid. Either way, we're willing to offer you something to seal the deal.

And sorry about the ominous offer in the subject line. Has a hint of Godfather 1, doesn't it? (Don't worry; we love horses.) Now, for that offer.

(insert offer)

I hate to rush you, but unfortunately, we have to put a time limit on this offer. To take advantage of it, **please reach out to us in the next 72 hours** at 913-422-2016 or click the link below to send us an email.

(Contact Us link)

(email signature)

Email 2

Subject: Do you hope, or do you KNOW?

Hi [FNAME],

It's ____ again from xxxxx. I have a question I'd like to ask you: Do you hope your building is being properly cleaned, or do you KNOW it is?

I'm sure you'd agree that there's a big difference between having a cleaning service you can count on and one that you have to worry about and micro-manage. Which is maybe why you've been flirting with the idea of us working together.

I'd like to recap a few of the reasons why you showed an interest in us:

- We only hire properly vetted, well-trained W2 employees from your own local community.
- You'll see the same cleaning personnel inside your facility who are honest and dependable, rather than a carousel of changing faces every month.
- You'll get the benefit of clear and frequent reporting so that you KNOW that you're getting what you're paying for.
- We are fanatical about making sure your building remains COVID clean so everyone who enters stays safe during this pandemic.
- We take the time to get to know you, listen to your needs, and customize a janitorial solution that works best for you.
- You won't have to waste your valuable time filling gaps in your cleaning service or worry about quality and dependability.

Maybe it's time to KNOW that your workspaces are getting properly cleaned day in and day out, rather than getting excuses for why they aren't.

“We didn’t have to worry about whether the shift was filled or not, if someone was sick, they had a replacement employee there. I didn’t have to worry about trying to find a sub or just doing without services. It’s a big deal.”

xxxxx, Superintendent, Valley View Public Schools

We also decided to **extend our offer another 48 hours**. So, if you’re interested in rekindling this perfect partnership, please reach out to us at 913-422-2016 or click the link below to send us an email.

(Contact Us link)

(email signature)