

## Prime Contractor Email Sequence

Instructions for use: Copy these emails into your email service as a sequence to be sent weekly or biweekly depending on your preferences. Change all [brackets] to personalize the email and make it come from your business. Also attach your Capabilities Statement so they can see a snapshot of your company. Best practice is to send an email and follow it up with a phone call. If you need help setting up the campaign, contact the support desk for your email service provider.

### Sequence Email 1

Dear [insert Mr./Mrs. Contractor Name],

I am writing to introduce my company, [insert your company name].

We are SAM registered and certified as [list your business' certifications or delete]. We primarily provide [list your main product/service] under NAICS code [insert XXXXXX - NAICS description]. Additionally, our firm is heavily engaged under these designated NAICS [list additional NAICS and their descriptions].

We have been in business for [XX] years and have had great success in the commercial world. From our research we know that our [products/services] are [utilized/purchased] by the US government.

We are very interested in doing business with [Prime Contractor] and would appreciate the opportunity to quickly share how we can bring value and purpose to you. When you have a minute, please respond to let me know the steps that can be taken or what information I can share with you to help you determine if further communication would be of interest.

Please view our Capabilities Statement and contact me at your earliest convenience.

I look forward to speaking with you soon.

[First Name Last Name]

[Title/Position]

[Company Name]

[Street Address]

[City, State, Zip]

[Phone]

[Website]

## **Sequence Email 2**

Dear [insert Mr./Mrs. Contractor Name],

I hope this email finds you well.

I am following up with you regarding the previous introductory email. Hopefully you were able to read it and are considering our firm for future opportunities.

Based on extensive research and experience, our findings show that in the past you've procured [products/services] under our NAICS designation: [insert NAICS XXXXXX]. [insert Company Name, LLC] stands prepared to answer any questions about our company and how we can work with you to meet your contractual obligations and project objectives.

Please view our capabilities statement.

We look forward to the opportunity to communicate with you about the products/services that our firm can provide. After that communication, I'm confident you will be impressed with our commitment and the purpose that we can serve.

[First Name Last Name]

[Title/Position]

[Company Name]

[Street Address]

[City, State, Zip]

[Phone]

[Website]

### **Sequence Email 3**

Dear [insert Mr./Mrs. Contractor Name],

Thank you for taking a moment to read this email.

I previously provided my capabilities and list of designated NAICS.

Please view our capabilities statement.

I am persistent because I know my [products or services] are superior to my competitors. If given the opportunity to discuss my firm with you, I'm very confident you will be impressed.

We'll do anything to get our foot in the door to show you that our firm is ready and capable. If we need to start with micro purchases or SAP's that's ok.

We are SAM registered, a small business, [XX] certified, and ready and willing to prove our worth to you.

When you have a minute, please respond to let me know the steps that can be taken or what information I can share with you to help you determine if further communication would be of interest.

Warm Regards,

[First Name Last Name]

[Title/Position]

[Company Name]

[Street Address]

[City, State, Zip]

[Phone]

[Website]

#### **Sequence Email 4**

Dear [insert Mr./Mrs. Contractor Name],

I thank you for your service and want you to know this will be my last email attempt to connect with your company through this method.

I know that our firm can bring great value to [Prime Company's Name] if given the chance to present our solutions.

I was hoping to show you how we can streamline and simplify your acquisition process by providing superior [products or services] that will quickly stand out amongst our competitors.

Please view our capabilities statement.

If at any point you can spare 15 minutes from your busy schedule to speak with me, you will quickly know it was not a waste of time.

We are SAM registered, a small business, [XX] certified, and know we can serve a purpose to you on many fronts.

I am fully confident that our partnership would be beneficial for both of us. Please allow me this opportunity to prove it to you. Thank you for your time, and I hope to hear from you.

Best Regards,

[First Name Last Name]

[Title/Position]

[Company Name]

[Street Address]

[City, State, Zip]

[Phone]

[Website]