



## Email Scripts

**E1/2** - Reason for reaching out

Hi **[Name]**,

I want to make sure you understand why I am reaching out. We set up preparedness plans so you and your staff can be better prepared for any type of disaster, restoration-related or not. See attachment [\[Attach MKT Flyer\]](#). We also provide **[state anything additional your ERP program includes.]** If I could help develop a disaster risk plan, often required by insurance, would that be worth a deeper conversation?

Would next week work to have a quick 20-minute Zoom call?

Thank you!

Regards,

**[NAME]**

**E3** - Priority?

Hi **[NAME]**,

I've tried reaching out several times over the past few weeks. The last thing I want to do is continue to contact you if there is no interest or this just isn't a priority right now. I do however want to be persistent because I'm sure you are busy and timing is everything!

Few important things to keep in mind:

- 1.) There is no cost for us to assist in setting up your disaster preparedness plan
- 2.) Often times, a proper disaster preparedness plan is required by insurance
- 3.) We have an online platform you can access 24/7 from any device
- 4.) We can also offer other solutions that many **[Facility Directors/Title]** take advantage of. **[Such as; [3D scans of facilities](#), building site analysis, and storing on-site equipment for your staff.]**

Is this something you would be open to discussing? I'm available next Wednesday or Thursday if one of those days works for you.



Regards,

**[NAME]**

**E4 - Final**

Hi **[NAME]**,

I've reached out several times but haven't had any luck getting in touch. I want to make sure I'm reaching out to the correct person before moving on, and that there is no interest.

Is there someone else at your organization that would be good to speak with about disaster preparedness and recovery?

I want to be respectful of everyone's time, if I don't hear back I can put a calendar reminder to follow up in about two months' time.

Let me know the best way to proceed. Thanks!

Regards,

**[NAME]**

**E5 - Email after mailer**

Hi **[NAME]**,

I sent over a package and wanted to confirm you received it. I am the **[TITLE]** and I work with **[HOTELS/Industry]** in the area, such as **[Other Client Name]** helping them set up disaster recovery plans and facility documentation. We set up these plans at no cost to the facility, would you have 15 minutes to learn more and see if this would be something you're interested in?

Does next Wednesday at 1:00PM work for a brief Zoom call?

Regards,

**[NAME]**



## Voicemail Scripts

**V1** - First, intro

Hi **[NAME]**,

This is **[NAME]** with **[COMPANY]**, I wanted to schedule a call with you regarding disaster preparedness and recovery. We help set up **[disaster plans]** to reduce downtime and minimize cost for other facilities in the area. Would love to schedule a conversation with you. You can reach me at **[NUMBER]**.

**V2** - Priority

Hi **[NAME]**,

This is **[NAME]** with **[COMPANY]**, I've sent you an email, left a voicemail, **[and sent a FEDEX package]**. The last thing I want to do is continue to contact you if there is no interest or this just isn't a priority right now. This is in regards to **[disaster recovery planning in case of an emergency, 3D scans for your facility, and building analysis'] [and we have an online platform you can access 24/7]**. Would love to schedule a conversation with you. You can reach me at **[NUMBER]**.

**V3** - Final

Hi **[NAME]**,

This is **[NAME]** with **[COMPANY]**, I've sent you a few emails and left voicemails. The last thing I want to do is continue to contact you if there is no interest. There is no cost for this disaster plan setup, I wanted to make sure you knew that.

If there is someone else in your organization I should speak with please let me know.

I want to be respectful of everyone's time, if I don't hear back I can put a calendar reminder to follow up in about two months time.

You can reach me at **[EMAIL]** or **[NUMBER]**.



## Mailer Script

**M1** - Mailer script

Hi **[NAME]**,

Would love the opportunity to speak to you about our program for **[disaster preparedness]** that helps **[Hotels/Industry]** be better prepared in the event of any type of disaster at their facility. Starbucks card included below so coffee is on me! :)

- **[NAME]**

## LinkedIn Connect Script

**L1** - LinkedIn connect intro

Hi **[NAME]**,

Thanks for connecting with me. I am the **[Your Title]** at **[Your COMPANY]** and wanted to reach out and introduce myself. At **[Your COMPANY]** we help other **[industry your targeting]** facilities like yourself in disaster preparedness planning. Some of our current clients in the area include **[Example Client]** and **[Example Client]**.

There is no cost in setting up this plan, and we have an online platform you can access 24/7. Would you be interested in a quick chat to determine if this might make sense for your facility?