# Procurement Concierge – Email Automation Sequence

This document contains a 4-part email sequence designed for leads who download The Procurement Concierge brochure. The sequence nurtures interest, builds trust, and drives discovery call bookings.

### Download Pricing & Package Sheet

## Email Timeline

* Email 1 – Immediately after brochure download (Day 0)
* Email 2 – 3 days later (Day 3)
* Email 3 – 7 days later (Day 7)
* Email 4 – Final nudge at 14 days if no response (Day 14)

## Email 1 – Thank You + Brochure

Subject: Your Procurement Concierge Brochure is Ready

Hi [First Name],  
  
Thank you for your interest in The Procurement Concierge by The Procurement Plug.  
  
👉 [Download Your Brochure Here]  
  
Our Concierge gives your procurement team instant access to vetted expertise, rapid task delivery, and senior QA support — without ongoing POs or lengthy onboarding.  
  
If you have questions or would like to explore how this could work for your organisation, simply email us at concierge@theprocurementplug.com or book a discovery call.  
  
Best regards,  
The Procurement Concierge Team  
  
CTA: [Book a Discovery Call]

## Email 2 – High Impact Follow-Up

Subject: How Procurement Concierge Accelerates Your Team

Hi [First Name],  
  
Imagine your team cutting turnaround times from weeks to days — while reducing reliance on costly day rates.  
  
That’s exactly what The Procurement Concierge delivers:  
- Rapid Task Support: From supplier shortlists to full audits.  
- QA by Experts: Every heavy task reviewed by senior procurement leaders.  
- Scalable Model: Credits flex to your workload, so you only pay for what you need.  
  
It’s like having a fractional CPO and a procurement SWAT team on demand.  
  
📅 Let’s explore how this model could directly benefit your team.  
  
CTA: Book a Discovery Call

## Email 3 – Warm Invite

Subject: We’d be Delighted to Support Your Procurement Team

Hi [First Name],  
  
We would be delighted to support your procurement function with tailored, on-demand expertise. Whether you need extra bandwidth, strategic oversight, or specialist delivery, our Concierge is built to fit seamlessly into your operations.  
  
Our clients value:  
- Immediate mobilisation within 24 hours.  
- Access to a pool of vetted professionals.  
- Quality-assured delivery every time.  
  
Let’s discuss how we can become a trusted extension of your team.  
  
CTA: [Schedule Your Discovery Call]  
  
Warm regards,  
The Procurement Concierge Team

## Email 4 – Final Nudge

Subject: Still Exploring Procurement Support?

Hi [First Name],  
  
I wanted to follow up one last time to make sure you didn’t miss this.  
  
The Procurement Concierge is designed to:  
- Give your team instant access to vetted experts.  
- Provide fractional CPO oversight without the overhead.  
- Deliver fast, quality-assured results — from small tasks to major projects.  
  
If building more agility into your procurement team is still a priority, we’d love to talk.  
  
📅 You can book a quick discovery call at a time that works for you:  
CTA: [Book a Discovery Call]  
  
If now isn’t the right time, that’s absolutely fine — you’ll still have the brochure and our details whenever you’re ready.  
  
Warm regards,  
The Procurement Concierge Team