



# Practice Activity:

## Craft an Email to a Decision-Maker

### Objective:

To create an effective email that highlights how your solution addresses a key problem your decision-maker is likely facing, keeping your offering top-of-mind for them.

### Instructions:



Go through the example provided below.



Write an email that highlights one key benefit of your solution.



The email should be engaging, clear, and concise.

### An Example:

"I understand that managing operational costs is a significant challenge for your business. At our organization, we specialize in helping companies like yours streamline their operations to reduce costs without compromising quality. Our software is specifically designed to optimize processes, minimize waste, and automate routine tasks, leading to a measurable reduction in operational

expenses. Many of our clients have seen up to a 20% decrease in costs within the first few months of implementation.

I would love to discuss how our software can help you achieve similar results. Are you available for a quick call this week to explore this further?"

**Your Email:**

Not more than 300 characters

**When you're ready, return to the e-learning module to continue your learning journey.**