Subject: Global Startup Database

Hi Margaret,

Congratulation on your recent acquisition of XYZ.

I am Praveen from Tracxn. We offer technology innovation to banks that helps to improve customer experience.

One of our offerings that other leading banks appreciate is Startup Database, which compiles a list of startups from various industries and geographies around the world. Clients can use numerous characteristics to filter startups, such as sector, geography, and founded year. This can be used to find new firms for investment or mergers and acquisitions.

If you'd like to learn more about our other services, I'd be pleased to set aside for a tour of our Tracxn Platform. I really anticipate hearing from you.

Regards,

Praveen

**Follow up email**

Subject: Free 15 day access to startup database.

Hi Margaret,

I hope you're doing well and remember me, we talked about Startup Database for your business a few days ago, but you sadly opted not to partner with our firm.

Since then, I've been able to chat with my team about providing you with one week of free trail. I hope that this demonstrates how eager I am to collaborate with business.

Please take a look around.

Sincerely,

Praveen

**RESPONDING MAIL**

Subject: It’s not too late to get it

Hi Margaret,

Although I’m disappointed to hear about your decision, I appreciate your reply and thank you for having taken the time out of your day to chat.  We recognize your requirements are best met without any tools from any partners but we are thankful to have learned more about your industry and organization.

We look forward to hearing more in the future about the accomplishments of your organization and are grateful for being considered as part of the call for proposals.

Thanks.

Sincerely,

Praveen