**Predictive Maintenance: Canned email scripts for sales reps**

This word document contains scripted email communications that individual sales reps within an organization can copy, paste, and send to customers directly. The copy is intended to feel like it is coming from a person: messaging is less formal, light on verbiage, and to the point.

**Email 1**

**Subject Line:** Reduce your unplanned downtime with Predictive Maintenance from Omron

Hello (customer name),

I’m reaching out to see if you’re interested in exploring predictive maintenance as a strategy vs conventional or reactive maintenance. Omron has released a series of products designed to:

* Reduce or eliminate unplanned downtime
* Monitor equipment condition from anywhere
* Reduce reliance on skilled maintenance labor and overall maintenance cost

Are you free for a 15-minute call later today?

Regards,

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**Email 2**: **If there’s no response to Email 1, reply back with Email 2 and attach “Predictive Maintenance Whitepaper” and “Automotive Success Story”**

**Subject Line:** Let’s chat about Predictive Maintenance Products from Omron

Hello (customer name),

I wanted to circle back on my previous email and make sure you knew about these Predictive Maintenance monitoring solutions from Omron. I’ve attached some materials, including a customer testimonial for you to skim through. From what I saw, there’s some tremendous ROI potential here.

Let me know if we can schedule a call sometime this week.

Regards,

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**EMAIL 3:** If there’s no response to Email 2, reply back with Email 3

**Subject Line:** Any interest in Predictive Maintenance solutions?

Hello (customer name),

Did you have a chance to review those materials I sent over on Predictive Maintenance from Omron? Any questions on the products or were you interested in seeing a demo? As mentioned, I think this is a great solution for cutting cost on unplanned downtime and maintenance overall.

Let me know if you’ve got time to connect tomorrow afternoon.

Regards,