

## Copy for 1:1 Emailer for Sales Team

### Q3 BizWiseTV Episode

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For Cisco

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**Document objective:** Provide copy that can be used to populate the 1:1 emailer for Sales utilization.

Contents of deck:

- Email copy for each of 5 headliner stories
- Email copy for one over-arching email e.g. “in this episode” featuring all the content
- Language to show the Sales Team how and why to drive to BizWiseTV

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### Security Page 1:1 Emailer:

This episode’s topic: “Keep Inventory Safe, and Smart.”

- Whom should you send this emailer to?
  - Any SMB
  - CEOs
  - New prospects
  - Cold lists
- What can you sell them?
  - RFID
  - Inventory management system
  - Wireless network
  - Surveillance cameras
  - Network upgrade

Dear \_\_\_\_\_

Basic inventory management mistakes and warehouse layout issues could be costing you up to 2.5% of your gross revenue.

Find out how to diagnose the vulnerabilities of your warehouse as Timothy Salaver, President of the Golden Gate chapter of the Association for Operations Management, joins this episode of BizWiseTV, in “**Keeping Inventory Safe and Smart.**” [live link]

Then take a look at how an RFID tag system – inexpensive and easy to implement – can not only reduce theft, but can help you stay on top of your inventory and improve your customer service.

**They’re free, brief, and informative videos** designed to show you business opportunities and the technologies behind them.

**Then, give me a call** at the number below. I'll show you how to implement the technology that can reduce error and theft.

Sincerely,

Name here

**p.s. Get a free copy of a BizWiseTV-exclusive white paper, "Inventory Management Primer for the SMB"** from Salaver and the Golden Gate Chapter of the APICS, outlining the way to help you increase your profitability and your customer satisfaction. [Click here to register for your copy.](#) [live link]

**Growth Page 1:1 Emailer:**

This episode's topic: "Buying a Second Business."

- Whom should you send this emailer to?
  - Prospects that may be expanding
  - Lists of BDMS you acquire
- What can you sell them?
  - Network assessment
  - Network upgrade
  - ///

**Email invitation:**

Dear \_\_\_\_\_

**Buying a second business** can be a terrific way to expand into geographic regions and add new products with less risk. But how do you determine the value of the acquisition? Tricky business: Half of all deals fail because the parties just didn't know enough before the negotiations began.

**Take a look at this episode of BizWiseTV**, where Dr. Stanley Feldman of Axiom Valuation Solutions, and David Bowman of Wells Fargo talk about how to determine the value of a potential business acquisition. Click here to watch "**Buying a Second Business**" [live link]

And what about the network you inherit? Cisco networking expert Jimmy Ray Purser shows you what to do with older equipment and how to make the best of your purchase, in "**How to Integrate Two Networks.**" [live link]

They're brief, informative videos designed to show you business opportunities and the technologies behind them. You can download corresponding white papers and podcasts, too.

**Then, give me a call** at the number below. I'll walk you through the network modifications you'll need to take advantage of this great new opportunity.

Sincerely,

Name here

**p.s. Get free chapters** of Feldman's authoritative book, "What Every Business Owner Should Know About Valuing Their Business", on the BizWiseTV site. Just go to [live link]

## Sales/Marketing and Customer Care Page 1:1 Emailer:

This episode's topic: "Adding Life to Your Video Sales Pitch."

- Whom should you send this emailer to?
  - Any SMB
  - Sales managers, sales reps
- What can you sell them?
  - Webcams
  - WebEx
  - Network assessment
  - Network upgrade
  - ///

### Email invitation:

Dear \_\_\_\_\_

With the rising price of gas and airline prices, making those sales pitches via webcam has never seemed smarter. But how do you do it with finesse?

**Take a look at this episode of BizWiseTV** where Carmine Gallo, author of *Fire Them Up*, and communications coach to Fortune 500 CEOs, shows you how to infuse your video sales presentations with clarity and sincerity. Watch "**Adding Life to Your Video Sales Pitch.**" [live link]

But will adding video to your website bring it crashing down? Cisco networking experts Jimmy Ray Purser and Rob Boyd show you how to easily and cheaply post your video sales presentations in "**Adding Video to your Website.**" [live link]

They're free, brief, and informative videos designed to show you business opportunities and the technologies behind them.

**Then, give me a call** at the number below. I'll show you how to harness your network to stay away from the pump and the baggage claim.

Sincerely,

Name here

**p.s. Get free chapters** of Carmine Gallo's popular book, *Fire Them Up*. Find out how to light a fire in your heart before sparking one in theirs ... and how the ice cream franchise, Cold Stone Creamery, became the hottest, most successful, franchise in town, on the BizWiseTV site. **Just go to [live link]**

## Collaboration Page 1:1 Emailer:

This episode's topic: "Building Powerful Business Alliances."

- Whom should you send this emailer to?
  - Any SMB
  - CEOs, Business development managers
  - New prospects
  - Cold lists
- What can you sell them?
  - Network assessment
  - Network upgrade
  - WebEx Connect

### Email invitation:

Dear \_\_\_\_\_

**Building powerful business alliances** is increasingly the key to success in a world where vendors are more like partners and employees want a voice. Find out how to build powerful business alliances – and adopt the collaboration tools you'll need, from this episode of BizWiseTV.

Click here [live link] to watch:

- **"Building Powerful Business Alliances."** [live link] Consultant Ed Rigsbee outline the different types of business alliances and the requirements for being successful. Discover when a partnership is appropriate, or a hand-shake deal will suffice.
- **WebEx Connect** [live link] is a powerful new tool for collaboration, keeping employees in touch, creating instant spaces for meetings and document-based collaboration. See it in action.
- And more, including podcasts and white papers.

**Then, give me a call** at the number below. I'll show you how to harness the new collaboration tools to drive your business success.

Sincerely,

**p.s. Get a free chapter** of *Radical Collaboration*. Nearly one hundred organizations reduced their conflict by 67% after working with the information contained in the ground-breaking book, *Radical Collaboration*. Click here to register for your free chapter. [live link]

**Green Page 1:1 Emailer:**

This episode's topic: "Finding Your Carbon Footprint."

- Whom should you send this emailer to?
  - Any SMB
  - CEOs, Business development managers
  - New prospects
  - Cold lists
- What can you sell them?
  - Green servers (?)

Dear \_\_\_\_\_

Increasingly, both vendors and customers want to know the size of your carbon footprint before they buy from you.

But how do you measure your carbon footprint?

And what technologies are there to help you reduce it?

**Watch this new episode of BizWiseTV** [live link] where the Carbon Disclosure Project provides an online source for the forms and calculators you need to document your carbon footprint.

Andy Savitz, author of *The Triple Bottom Line*, and others, discuss how reducing your carbon can increase your competitiveness.

And take a look at the new Cisco switches, the first products to receive a new **green certification** by Miercom, a leading network product test center.

They're free, brief, and informative videos designed to show you business opportunities and the technologies behind them. And there are podcasts and white papers to download as well.

**Then, give me a call** at the number below. I'll show you how to harness the network to reduce your carbon footprint.

Sincerely,

Name here

**p.s. Get a free chapter of *The Triple Bottom Line*.** Discover what sustainability really is in this classic by environmental consultant and author Andrew Savitz. [Click here \[live link\]](#)

**Overarching Email:**

This episode's topic: [multiple]

- Whom should you send this emailer to?
  - Any SMB
  - CEOs, Business development managers
  - New prospects
  - Cold lists
- What can you sell them?
  - RFID solutions
  - Wireless networks
  - Green servers
  - WebEx Connect
  - Web cameras

Dear \_\_\_\_\_

Check out the latest episode of **BizWiseTV**, the online video site from Cisco where we discuss business opportunities and the technologies that enable them. You'll hear from independent experts on:

- **Keeping Inventory Safe and Smart**, with consultant Timothy Salaver
- **Adding Life to Your Video Sales Pitch**, with author Carmine Gallo
- **Buying a Second Business**, with consultant Dr. Stan Feldman
- **Building Powerful Business Alliances**, with consultant Ed Rigsbee
- **Reducing Your Carbon to Increase Competitiveness**, with author Andy Savitz

And you'll find concise, realistic information on **which technologies can help you** seize those business opportunities.

They're free, brief and informative videos, with podcasts and white papers as well.

**So take a look, and then give me a call.** I can show you how to put some of the network-based technologies in place or modify your network to take advantage of these new opportunities.

Sincerely,

Name here

p.s. Each page on the BizWiseTV site has special offers for exclusive white papers, and more. [Click here.](#) [live link]