EXAMPLE POWER EMAIL

Mr. Mark Smith, Senior Vice President  
The Smith Companies  
One Main Street  
New York, NY, 11111

Dear Mark:

Thank you for meeting with Dennis and me today. I think it was time well invested for both the Smith Companies and <YOUR COMPANY NAME>.

<Restate to confirm the prospect’s business requirements and critical business issues>

In our discussions, you confirmed that the most critical business issue at The Smith Companies is declining store sales in very competitive markets. The probable causes you mentioned are the inability of your local stores to assemble, on a timely basis, the input you need to establish competitive merchandising and pricing plans. The net effects are lost sales and downward pressure on profits at the store and at the overall company level.

<Next, you confirm the “solution design” as \*they\* described it. What did you and the prospect talk about in terms of what they want, not what you’re selling.>

You said you envision a solution whereby each store could automatically consolidate daily sales and local market conditions by store so that you could make more timely merchandising decisions and adjust pricing plans for the company and for individual stores. You also said it was important that you be able to access this critical information securely via laptop and smartphone.

<Lay out the “Sales Project Plan”– the steps you recommend be taken, when, and by whom – that you told Power in the meeting you would create, and tell Power when you’re going to call to get their approval on it.>

Mark, I am confident that <YOUR COMPANY NAME> can meet those needs. Therefore, and as we discussed, I am proposing the attached draft project plan for The Smith Company’s further evaluation of <YOUR COMPANY NAME> and our capabilities. This is my first cut. Please look it over, and I’ll call you on <specific day, date, and time> to get your thoughts and approval on it.

Sincerely,