

Sales Email #1

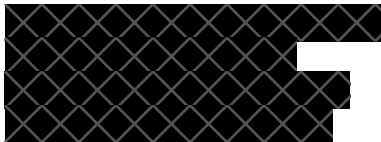
Subject line: Sorry we missed you! (We just have one question 😊)

Hi [name],

I'm writing to touch base with you about a **FREE no obligation review** of your company's electric and gas bills.

A bit about our company, ██████████: We're a utility management company based in ██████████. Our core business is helping our clients reduce their utility costs in the area of electric, gas, and water/sewer.

Since 1982, we've worked with **thousands of companies just like yours** utilizing a reliable and proven error detection process to identify billing errors, overcharges and mistakes. You may have heard of some of our past clients:



So, about our one question:

Are you ready to be the Hero who saves your company some serious money? 💰

The Process:

Here's what you can expect from our **FREE utility bill review process**:

1. **A review of your current utility bill** to determine if there are savings and/or refunds available to you.
2. **Then, our certified on-staff engineers will identify areas where you may have been erroneously and/or overcharged** using utility rate analysis, billing reviews, predominant-use studies, and legal rulings on exemptions.
3. **Finally, we work directly with the State and your Utility Company to secure the savings on your behalf!** If you choose to work with us, we'll continue to monitor your bills for savings for the duration of our contract together.



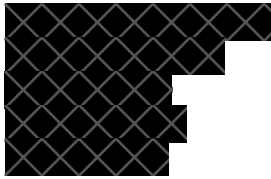
Benefits to Your Organization:

Here are a few "real-world" examples of the savings we have delivered:

Company Location & Savings per year:





\$9,200 refund + \$6,100 per year



\$4,000 refund + \$ 2,400 per year
\$4,000 refund + \$2,400 per year
\$3,900 refund + \$1,300 per year
\$3,500 refund + \$1,100 per year
\$3,000 refund + \$800 per year

Next Steps:

To get started, we will need a copy of a recent month's utility bill for each of your production facilities. These bills can **be emailed to** 

If you're interested but still have questions, please feel free to [browse our website](#) or **call us at** 

We hope to hear from you!


[Name]

Sales Email #2

Subject line: [Name], cheers to savings! 🍷 + a free resource 📁

Hi [name],


Just bumping this up in your inbox. Have you had time to consider our offer of a **free utility bill analysis and review?**

 performs utility bill-auditing services for customers across industries, including breweries and wineries! We specialize in uncovering refunds and savings that often go undetected due to utility mathematical errors, rate changes, new tax laws, etc.


While you're considering, check out this **FREE resource:**

 - **PDF Attached!**

Maybe you're thinking to yourself: *"We have an internal team that analyzes our bills!"*

To that we say, most companies do! However,  isn't trying to change your company's consumption; we compare your costs with companies similar in size, and review your bills from a purely accounting standpoint to save you money.

No Obligations, Just Opportunities!

There are **no obligations or fees** unless savings are actually realized. As for the savings — by lowering your electric and gas costs,  can save your company thousands of dollars. No, that's not an exaggeration!

Here's what real customers have had to say about [REDACTED]:

[REDACTED] *was the best small investment of time to date, you delivered.*" – Tom [REDACTED]

"After receiving the \$90,000 in recovery for past year's overpayments of utilities, as well as savings on average ... \$18,000 per year ... we are extremely happy that we did [this]." – Joseph [REDACTED]

"After working with [REDACTED] for only a couple of months, they were able to find thousands of dollars of overages that had been charged to my company over the past several years." – Brandon [REDACTED]

Interested? Have questions? We've got answers. Please call us at [REDACTED], or [click here to check out our FAQ's](#).

Ready To Get Your FREE Review and Start Saving?

Simply email us a copy of a recent month's electric and gas bill to [REDACTED].

Looking forward to working with you,

[Name]

Sales Email #3

Subject line: The alcohol industry is booming. Are you getting every penny? 🙄

Hey [name],

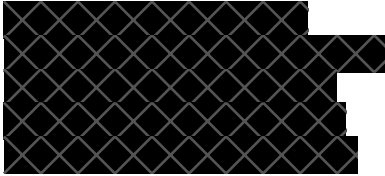
I just wanted to follow up about the email I sent recently regarding the **free utility bill analysis and review** we're offering your company. As I'm sure you know, the alcohol industry in the [REDACTED] area is doing very well.

What you may *not* know is that, unless breweries and wineries carefully monitor their monthly energy bills, **money often slips through the cracks and is lost**. Are you sure your company is getting every penny it deserves?

Over Four Decades of Saving Our Clients Money

With **over 40 years of experience**, [REDACTED] knows energy bills inside and out. Our experienced team of professional engineers works with all sizes of companies from small local businesses to Fortune 500 companies like [REDACTED].

We've found tens, even hundreds of thousands of dollars worth of savings for our clients, even those clients whose energy bills were already audited! **In fact, since 1982, we've saved over \$150 million dollars for our 20,000+ clients, including:**



So, are you ready to start saving your company money?

3 Steps to Saving Thousands:

Our review process starts with a FREE review of your current utility bill to determine if there are savings and/or refunds available to you. Our process has **no fees or obligations** associated with it unless savings are realized. **There is no risk!**

1) Utility Bill Analysis: We'll carefully study your utility bills and look for billing errors and savings opportunities. We'll work with your utility company and the state to see if we can secure you a refund and lower your costs on future billings.

2) Rate Option Analysis: Our experts will review different utility rate options and recommend the appropriate rate schedule based on your company's consumption and operation demands.

3) Ongoing Client Communication: If you decide to work with us, we will monitor your bills for the duration of our contract, and collect everything related to your account in one easily accessible place on our client portal.

Still not sure? Take it from our past clients:

"...They took care of all the paperwork and dealing with the utility [company]. The result was a \$20,000 credit and expected annual savings of \$24,000 going forward. It was time well spent." – Ryan [REDACTED]

"...After hearing it out and going through the process, which was quite painless, we were able to receive a check in excess of \$160,000 from [REDACTED] DOR." – Mike [REDACTED]

To see what other satisfied customers have to say, [click here](#).

I hope you consider reaching out to us to discuss this opportunity. Let's work together to put thousands of dollars back into your company's coffers!

Ready To Start the Free Review Process?

Simply send a recent month's gas and electric bill by fax at [REDACTED] or email to [REDACTED]

Kindest regards,

[Name]

Sales Email #4

Subject Line: When it comes to savings, savor every last drop! 🍷

Hi [Name],

We want to be respectful of your time, so we'll only bump this up in your inbox once more! Have you considered taking us up on our offer of a **free review of your company's utility bill?**

We're just *really* passionate about saving brewers and winemakers money on their utility bills. When you do something so well and with so much success, it's hard not to love it!!

And when our clients see the results, it's hard for them not to love it, too!

Here's What Our Clients Have Told Us:

1. This process was way **easier** than they expected.
2. They were surprised at how **interesting** the information was.
3. They were pleased that we **kept our word** on doing the majority of the legwork (we always do!!).

Since 1982, [REDACTED] has worked with over 20,000 businesses, and has helped our clients save over \$150 million dollars. On average, we've helped our clients reduce their utility bills by 5-7%.

Ready to join them??

Don't Wait! Let's Get Started on Your Savings!

Email a copy of a recent month utility bill for each of your production facilities to [REDACTED]. You can also **fax them to** [REDACTED]. Once we have a copy of your bills, our engineers will review for potential refunds and lower rates!

Still have questions? Please feel free to [browse our website](#) or call us at [REDACTED].

We can't wait to work with you!

[Name]

Sales Email #5

Subject line: Looks like the timing isn't right.

Hi [Name],

It seems like this isn't the right time for us to connect with you. That's OK! We're always here, and our offer of a **free review of your company's utility bill** still stands. Hopefully we can connect in the future.

In the meantime, we encourage you to check out our blog, [REDACTED] [REDACTED] We think it will help you glean some insight into different ways to manage costs, and to make sure you're not accidentally throwing away money on wasted energy!

We know that many companies don't have the time to dig into their utility bills — that's why we've worked with over 20,000 clients!

But maybe you're asking yourself:

“How much time will I have to invest to get the information from my free review?”

At [REDACTED] we take care of the hard stuff. We work directly with utility companies on our clients' behalf — that means that it only requires a **small amount of your time**, and then we do the rest! That small amount of time could save you tens, if not hundreds of thousands of dollars!

But don't just take our word for it:

“I went into the relationship with [REDACTED] with a fair amount of skepticism and would say this: for anyone skeptical, don't be. ...The savings were substantial across our twelve plants and the team was easy to work with.” – Bob [REDACTED]

To see what other satisfied customers have to say, [click here](#).

Changed Your Mind?

Let's get started with your complimentary utility bill review. You can send us a copy of a recent month's electricity bill via fax to [REDACTED], or email us at [REDACTED] and our engineers will review for potential refunds and lower rates. Questions? Call us at [REDACTED].

There are no obligations. Just opportunities.

We hope to connect in the future,

[Name]