

## SAMPLE INTRODUCTORY SALES EMAIL

The primary goal of any cold introductory sales email is to lay the foundation for a relationship. Proptech companies often make the mistake of anticipating immediate sales conversions through email communications. However, the key to effective sales in this domain is to build trust and establish a relationship with prospective clients.

Sales should be viewed as a process rather than a one-time interaction.

The sample email provided below serves as a template to guide proptech companies in crafting emails that initiate meaningful conversations and relationships, rather than focusing solely on immediate sales.

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Dear [Recipient's Name],

I hope this email finds you well. I'm [Your Name], [Your Position] at [Your Company's Name]. I've been a fan of your company and the work that you're doing.

I've recently had the opportunity to work closely with several companies in our industry, including [XYZ Company - Optional]. Through this partnership, we've gained valuable insights into [mention a specific area, e.g., innovative property management strategies, cutting-edge market analysis techniques] that are significantly shaping the industry landscape.

Would you be opposed to an introductory meeting on [Day] at [Time] to discuss trends and insights and recent developments in our industry.

Best regards,

[Your Full Name]

[Your Position]

[Your Company's Name]

[Your Contact Information]