

**Atlantix Global I.T. Third Party Maintenance Campaign:  
Cut and Paste Emails From Smart Third Party**

**Email #1:**

**Subject: You're Overpaying for IT Maintenance, Guaranteed**

**Text:**

.....  
**Bank Bags of Money Being Wasted on Your IT Maintenance**

**What If There's a Safer, Smarter Way To Do IT Maintenance?**

**Interested?**

.....  
Dear \_\_\_\_\_:

Are you and your team frustrated trying to deal with the OEM's for your IT Maintenance?

Does it seem like they have a "gun to your head" and you're at their mercy? Paying way, way too much?

And, not even really getting the best service, when you need it, where you need it?

I'm following up because our CEO, Brian Glahn, sent you an interesting letter in a bank bag and maybe some shredded money with some startling revelations about just how bad the IT Maintenance game has gotten.

He revealed what many companies just like yours are saying about how much they are overpaying for IT Maintenance..... and also retiring much of your IT infrastructure way before the end of real useful lives. What would it mean to extend lives up to twice what the OEM's are telling you?

Brian asked me to schedule a quick meeting to show you the benefits of Third Party Maintenance and see whether you have questions. Maybe this is a good fit for your company to save bank bags of money and improve performance too.

If not, all we'll do is have a short 25 minute meeting to go over some safer and smarter ideas that can transform how you look at IT Maintenance.

Feel free to shoot me a quick email at (insert your email address) or call me at (insert your number). Or just reply to this email. Let me know a few times that work for you and/or an assistant to schedule our short meeting.

If I don't hear from you, I'll try to call and get us scheduled if that's OK.

*(By the way, if you are not the right person, could you let me know the name of the person in your company who would be best to meet with? Again, email or a call is fine. Or just forward this to them and, if you wouldn't mind, copy me, so I have their name. I don't want to waste your time, if there is someone else who can benefit more from this information.)*

To be clear, this meeting isn't for selling. It's just educational information about what's available and what we've discovered. Sure, we will let you know a little about Atlantix Global and our **Mindsafe Maintenance**, but exploring options is totally up to you. And, probably for another meeting.

Again, just making sure that I schedule the meeting that Brian promised. Looking forward to meeting you.

All the best,

Your name

Atlantix Mindsafe Maintenance Consultant

P.S.: This information could drastically change the way you manage your IT Maintenance. And, save your company thousands of dollars. With proven better response times and customized service options. One stop shop. I won't be wasting your time. Guaranteed.

All we need is about 25 minutes.

**Email #2:**

**Subject: Shredded Money? Bank Bags? What's Up With That?**

**Text:**

.....

**Is It Possible You're Shredding Bank Bags of Money on Your IT Maintenance?**

**Would It Be Worth a Few Minutes to Find Out?**

.....

Dear \_\_\_\_\_:

Maybe you've seen the Bank Bag we sent or the Shredded Money. Are you wondering what that's all about?

Certainly it's a different approach... we're just trying to get your attention.

Because you are **paying way too much for IT Infrastructure in Two Big ways:**

1. Expensive Maintenance from OEM's-50% Plus Savings Possible
2. Assets Retired Way too early- Up to Twice as long is realistic.

So, yes, we're kind of a different company and not afraid to do something drastic to get your attention. Our CEO, Brian Glahn, is willing to be a renegade to make sure our clients and customers are the focus. Not the arrogant and divisive OEMs who have "guns to the heads" of many companies.

In the letters Brian has sent to you he revealed the **frustration** that we're seeing in the IT Community. And, he also showed some startling information about what options might be available for companies like yours.

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If not, all we'll do is have a short 25 minute meeting to go over some safer and smarter ideas that can transform how you look at IT Maintenance.

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Again, just making sure that I schedule the meeting that Brian promised. Looking forward to meeting you.

All the best,

Your name

Atlantix Mindsafe Maintenance Consultant

P.S.: What would it mean to extend lives up to twice what the OEM's are telling you? With proven better response times and customized service options. Saving thousands on IT Maintenance? One stop shop?

I won't be wasting your time. Guaranteed.

All we need is about 25 minutes.

**Email #3:**

Subject: Warning: IT Maintenance Bank Robbers Spotted

**WE SENT YOU THE BANK BAG FOR A REALLY GOOD REASON.....**

Why? Because you're getting robbed by the OEM's if you're going along with their bloated, arrogant maintenance programs.

And, if you are letting them tell you when perfectly good assets need to go out of service.

We also sent you shredded money because that's what's happening. They are just putting a "gun to your head" and you are shredding bags of money on your IT Infrastructure.

My CEO, Brian Glahn, sent you some revealing information and stats about all of this. And, I've contacted you a few times to schedule the meeting he promised to show you the rest of the story.

- So, let's get to the point: If there's a way to save 50-70% on your IT Maintenance, are you interested?
- If you can extend your asset lives to up to twice as long, what would that do to your refresh policies and use of manpower?
- If there is a safer and smarter way to do IT Maintenance so you are not at the mercy of the OEMs, is it worth just a few minutes to get some educational information about what is now available for many companies just like yours?

Brian asked me to schedule a quick meeting to show you the benefits of Third Party Maintenance and see whether you have questions. Maybe this is a good fit for your company to save bank bags of money and improve performance too.

If not, all we'll do is have a short 25 minute meeting to go over some safer and smarter ideas that can transform how you look at IT Maintenance.

Feel free to shoot me a quick email at *(insert your email address)* or call me at *(insert your number)*. Or just reply to this email. Let me know a few times that work for you and/or an assistant to schedule our short meeting.

If I don't hear from you, I'll try to call and get us scheduled if that's OK.

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Again, just making sure that I schedule the meeting that Brian promised. Looking forward to meeting you.

All the best,

Your name

Atlantix Mindsafe Maintenance Consultant

P.S.: By the way, if you are not the right person, could you let me know the name of the person in your company who would be best to meet with? Again, email or a call is fine. Or just forward this to them and, if you wouldn't mind, copy me, so I have their name. I don't want to waste your time, if there is someone else who can benefit more from this information.

### **Voicemail Script:**

*Note: This script can be used after the emails above. You can make it your own and you shouldn't sound scripted. And, of course, if you happen to get directly to the person or to his/her assistant, you will want to modify appropriately. The point is to make it feel like the meeting has been requested/promised and you are just calling to make it happen.*

Hello (contact's name) I'm (your name)with Atlantix Global. Our CEO, Brian Glahn agreed to set up a meeting to go over the detailed information he discussed in his letters to you. Maybe you remember the bank bag or the shredded money? Brian's the guy who sent it.

If (Company Name) had a chance to drastically reduce your spending on IT maintenance and support for servers, storage or networking who should I talk to? I have a short free educational presentation that won't take more than 25 minutes. It's the information Brian promised and I just wanted to get our time scheduled.

So, if you could give me a quick call back and let me know some times that work. My number is \_\_\_\_\_. Or you have a few emails from Atlantix Global and you can just reply back

Again, if you're not the right person, who do you feel in your organization might benefit from this information?

Thanks so much.