



+ Soft Contract Email Template



1. Thank you for meeting the team. It was good to learn perspectives from [INSERT EVERYONE'S NAME].



2. **Critical Business Issue**: You shared that the key challenge you're facing right now is [INSERT PROBLEM].



3. **Cost to the Business**: that's costing you [INSERT COST IN TERMS OF TIME, MONEY, LOST REVENUE, RISK]



3. **Solution**: We showed you how [INSERT YOUR COMPANY NAME or PRODUCT] solves this by [INSERT SPECIFIC USE CASE], which will result in [INSERT GAIN].



4. **Next Steps**: We agreed the next steps are [INSERT NEXT 1-3 steps] by [INSERT TIMELINE].



Summary:

Did I capture everything?

OR

Would you mind hitting 'reply' to confirm I've got this right?

OR

Anything missing, or are we good to go?



Thank you for meeting the team. It was good to hear perspectives from Bill and John your technology team, and Janet from an operations point of view.

Critical Business Issue: You shared that the key challenge you're facing right now is the manual process involved with managing your team's technology project.

Cost to the Business: This is costing you at least 20 person-hours a week – the same as a half-time headcount, or roughly \$50k.

It's also leading to team turnover. Each new hire costs \$10k in recruitment, hiring and training costs, not to mention the 2-3 months to get new team members contributing at full capacity.

Solution: We showed you how XYZ Project Manager Software solves this by automating task management and tracking, which will result in reducing manual oversight by 95% and significantly reduce turnover because your best hires will be working on actual projects, not managing the day-to-day tasks as an admin.

Next Steps: We agreed the next steps are for us to meet again by video call on Tuesday to build out a work plan for a 6-week pilot. I'll send over a couple of templates before the end of the day so you can see what information we'll need from your side to make the most of this time.

Summary:

Did I capture everything? OR Would you mind hitting 'reply' to confirm I've got this right? OR Anything missing, or are we good to go?

