

Building Product Distribution BASHO Emails: Sales, Marketing & IT

These BASHO emails are designed to help you build product distribution Salesforce sales cycles. They address common industry issues and are divided into three sections based on persona.

Sales-Focused BASHO Emails

SLS: EMAIL 1 - SL: Master your Territories with Salesforce Dashboards

Hi (NAME),

Ensuring visibility and management oversight is absolutely crucial for driving product movement and channel engagement success. With Salesforce's intuitive dashboard, you can streamline the management of sales territories, providing the real-time insights you need to make informed decisions.

The dashboard offers a comprehensive view, allowing you to quickly check and update territory assignments, gain insights into performance metrics across different regions, and ensure your sales efforts are strategically aligned.

Make it easy for your team to access this unified dashboard whenever they need it, ensuring easy management of sales territories and improved visibility into sales processes. Ready to find out how simple it could be? Let's find some time to chat.

Best,

SLS: EMAIL 2 - SL: What if you could increase your quote closure rate by just 2-3%?

Hi (NAME),

Ever feel like you could make a real top and bottom-line contribution to the business if you could just get the sales team to follow up on quotes?

Here's the deal—most quotes are straightforward and need to be churned out quickly. But following up is spotty at best. And it's not the sales rep's fault - because without a system to

guide them to which quotes need follow-up and when they're left to manage in spreadsheets. That's just ... awesome.

This is a place where the Salesforce platform shines for distributors like you. Just a 3% uptick in quote conversion could easily cover the cost of your Salesforce license—making it a savvy investment.

Can we show you how? When's a good time for you to chat about this further?

Best regards,

SLS: EMAIL 3 - SL: Salesforce + Data = Wallet Share UP, Churn DOWN

Hi (NAME),

Targeting your sales team on the most important customers who also have the most potential for growth is how distributors grow their base.

That requires combining two things - surfacing actionable insights from data and tracking that the action was actually completed. A reporting tool can't do that for you; you need the Salesforce platform for that.

Salesforce can crunch your sales data to prioritize accounts, spot the product category holes you can fill, and guide your team to take action. Then you as a manager get to see it was done!

Let's flip that on its head - the same process can be used to spot negative trends that need attention, pushing those insights in front of the sales reps as well.

What day and time works best for a quick chat?

Best,

SLS: EMAIL 4 - SL: Data insights from Salesforce drive sales effectiveness

Hi (NAME),

Listen, we know your sales reps struggle with digging through massive amounts of data. Imagine having direct access to actionable insights without being overwhelmed by data. With

Salesforce, your sales team can effortlessly uncover trends and capitalize on opportunities across customer segments and product categories, saving valuable time and effort

Now, surfacing insights is good, but the ability to take visible action is better. Salesforce enables you to identify key insights and create actionable lists to track and address them promptly. Plus, providing managerial visibility into these insights empowers better decision-making at all levels.

The reality is that more building materials distributors are embracing Salesforce, and for good reason. It's not just about using a CRM; it's about gaining a competitive edge through strategic sales actions.

When are you available for a quick chat about how Salesforce can significantly enhance your sales operations?

Want to know more? We wrote a full solution set on this topic: [Using Data to Drive Sales Effectiveness](#)

Looking forward to hearing from you,

SLS: EMAIL 5 - SL: The list of building materials distributors NOT using Salesforce is ... short

Hi (NAME),

So, don't get left behind. The industry is evolving rapidly, and Salesforce is becoming the go-to solution for building materials distributors like yours. Here's why you shouldn't get left behind:

Why Salesforce Matters: Sales reps need visibility into crucial data to drive sales effectively. Think accurate account data, receivables status, visibility to recent quotes, orders, and invoices, along with summary sales activity. Salesforce provides the platform for accessing all this critical information.

Data Management Made Easy: Managing data volume is critical, especially when dealing with hundreds of thousands or even millions of SKUs and tens of millions of orders annually. Salesforce helps streamline data management, ensuring that you're not overwhelmed with information overload.

Don't let outdated systems hold your business back. Let's explore how Salesforce can drive more growth. When are you available for a quick chat?

Best,

SLS: EMAIL 6 - SL: Anticipate customer needs with Salesforce AI

Hi (NAME),

The future of sales is here, and it's powered by Salesforce AI. You have seen it time and time again, your best sales rep knows about a project start, recognizes they are missing a particular product, calls them up, and makes the ad hoc sale. Anticipating customer needs is nothing new, but here's what is:

Salesforce AI: Constantly analyze data; this feature predicts customer needs before they surface. It sifts through vast amounts of information in real time, offering valuable insights such as detecting new projects and identifying missing products instantly.

Salesforce AI equips your team with the tools they need to stay one step ahead, driving sales, and fostering stronger customer relationships.

Let's discuss how Salesforce AI can revolutionize your sales strategy and help you anticipate customer needs for certain products. When are you available for a quick chat?

Best,

Marketing-Focused BASHO Emails

MKTG: EMAIL 1 - SL: Salesforce makes it easier for your contractors to do business with you

Hi (NAME),

Repeat business with your trades is bread and butter. Your personal touch service is great, but in this digital age, Amazon and others have raised the bar for engagement options. Are you still holding those customers captive to a world of phone and email? If the answer is no, it's time to see how Salesforce can help.

In order to stand out, you need to offer an effortless experience that keeps contractors coming back. Here are three ways Salesforce can help you achieve this:

Easy Access to Information: Create a user-friendly portal in Salesforce for contractors to access essential data like order history and product documentation, and then monitor it with real-time tracking.

Follow THEIR Communication Preferences: Implement an omnichannel approach with Salesforce, integrating phone systems, email, SMS, push messaging, live chat, WhatsApp, etc. to cater to diverse communication preferences. Emails and phone calls are NOT everyone's preference these days.

Providing Convenient Purchasing Options: Transform your e-commerce experience with Salesforce B2B Commerce. Offer bulk ordering, tailored pricing, and efficient reorder processes. You can even optimize for mobile and offer multiple payment options.

Want to know more? Here is a full solution set on the topic: [The Loyalty Blueprint: Being Easy to Do Business With](#)

Let's discuss how Salesforce can optimize your contractor communication. Let me know a day and time that works best for you.

Best,

MKTG: EMAIL 2 - SL: Leverage AI for Smarter Contractor Experiences and BIGGER Impact

Hi (NAME),

Just as 90% of customers expect companies to understand and anticipate their needs, contractors are no exception. Leveraging AI to anticipate their requirements doesn't just impress them; it gives you a competitive edge.

With Salesforce AI, you can achieve hyper-personalization in contractor experiences. By analyzing past projects, current needs, and even their communication preferences, you can provide tailored recommendations and interactions that resonate on a deeper level.

This hyper-personalization isn't just about understanding what they need; it's about showing them that you're in their corner, ready to help them succeed. It's like saying, "We've got your back," and that's what sets you apart as a partner, not just a distributor.

Let's discuss how you can harness the power of Salesforce AI to enhance your contractor experiences and solidify your position as an industry leader.

Best regards,

MKTG: Email 3 SL: Empower marketing to relight your dark accounts!

Hi (NAME),

Distribution customers come. And sometimes they go. And that makes you sad.

With Salesforce, you can ensure impactful engagement across every customer segment with messages that deeply resonate with each prospect, regardless of the fragmentation within your customer base. One of the most effective uses of Salesforce Marketing Cloud is to automate outreach out to “dark” accounts - your former friends who ... have started going somewhere else.

Sales may struggle to find the time to reel them back in - or even to be aware they're gone. But marketing can jump on it for them. And those campaigns produce results!

Ready to up your customer engagement and boost your bottom line? Let's discuss how Salesforce can transform your approach and help you maximize returns in your channel market.

Check out our latest blog post for more information: [Maximize Your Channel Market Returns](#)

Best,

MKTG: Email 4 SL: Salesforce marketing power helps you own the white space

Hi (NAME),

Everyone's eyeing that “white space”, the blank lines in a customer's product category purchases that they SHOULD be buying from you. With Salesforce in your corner, you're set for a whole new level of success.

With automation tools, you can engage and educate your white space audience with tools like:

Automated Campaigns: Say goodbye to the manual task of pulling lists, and then sending out newsletters, promotional offers, and product updates. Salesforce's campaigns handle the heavy lifting while ensuring timely and consistent communication with your audiences.

Engagement Programs: From awareness to conversion, we've got you covered. Our engagement programs allow you to tailor your messaging based on where your prospects are in the sales funnel.

Drive conversions with tailored messages like:

"Here's a coupon to welcome you back!"

"Discover the latest from XYZ next Friday!"

"Ready to upgrade to a credit account?"

Even small responses can yield significant sales impact. Let's discuss how Salesforce can fuel your marketing success.

Best,

IT-Focused BASHO Emails

IT: EMAIL 1 SL: Empower your sales team with insights, not just data

Hi (NAME),

Your data is the cornerstone of your sales team's success. Are you ready to equip your team with performance-driving insights?

Here's how to get sales the data visibility they need:

- Integrate your ERP system into Salesforce to ensure easy access to relevant data. Pull in crucial data such as customer accounts, quotes, orders, and shipments to provide valuable insights.
- Use trends to guide sales efforts and minimize collections risk while exposing white space to grow revenue.

Check out our Full Solution Set on the Topic: [Sales Effectiveness Through Data](#)

With Salesforce solutions in place, your sales team will have the clean, reliable data they need to thrive. Let's make it happen together! When are you available for a quick demo?

Best,

IT: EMAIL 2 - Subject: 99 Problems? Let Automation Make It 1 (or none!)

Hi (NAME),

With Salesforce, automation isn't just a nice-to-have – it's built into the fabric of the system itself.

With Salesforce's workflow automation capabilities, you can streamline your processes and ensure consistency across your organization. From lead management to customer service, automating those pesky routine tasks will help you on the big-picture items.

Build powerful, automated processes without writing a single line of code. Salesforce's Process Builder allows you to automate complex workflows easily. Let Salesforce do the heavy lifting for you. Whether it's sending follow-up emails or automatically updating records.

Imagine the productivity gains and improved experiences you can offer your channels when your processes are running smoothly and efficiently.

If you're interested in seeing how Salesforce automation can benefit your organization, I'd love to schedule a demo or a discussion at your convenience. Please let me know a day and time that works for you.

Best,

IT: EMAIL 3 - AI is upon us; leverage Salesforce so you don't get left behind!

Hi (NAME),

The truth is, if you are not actively evaluating AI solutioning, you are already behind. Anticipating customer needs is nothing new, but here's what is:

Salesforce AI changes how your sales reps operate by providing tailored insights for each account. No more sifting through mountains of data—Salesforce AI delivers critical information directly to your team, enabling them to focus on what matters: closing deals and building relationships.

Understanding your customers is key to growth. Salesforce AI helps identify opportunities within your existing customer base. What **SHOULD** you be selling them to grow your business? By analyzing purchasing patterns and highlighting untapped potential, you can make the most of every customer interaction.

Don't let your competitors outpace you. You already have the foundation; now it's time to enhance it with Salesforce AI.

Let's set up a time to discuss how Salesforce AI can elevate your sales strategy without a heavy lift from IT.

Best,

IT: EMAIL 4 - Yes, Salesforce can help you reduce credit risk!

Hi (NAME),

You already know the struggle that finance faces when it comes to managing and reducing credit risk. But what if there was a simple way to engage your team to proactively manage credit risk?

How about providing each sales representative with a dashboard showcasing top-tier customers teetering on the edge of credit issues? This allows sales to reach out proactively before customer accounts are placed on hold. Sales representatives have that long-standing relationship, so make sure they can utilize it when it comes time to collect.

Want to find out more about how Salesforce can create a collections and sales rep partnership? Read more about it [here](#) and let's schedule some time to talk further.

Best,

IT: EMAIL 5 - The list of building materials distributors NOT using Salesforce is ... short

Hi (NAME),

So, don't get left behind. The industry is evolving rapidly, and Salesforce is becoming the go-to solution for building materials distributors like yours. Here's why:

Why Salesforce Matters for IT: Sales reps need visibility into crucial data like account details, receivables status, quotes, orders, invoices, and sales activity. Salesforce integrates all this information, improving overall operational efficiency.

Data Management Made Easy: Managing vast amounts of data is critical, especially with millions of SKUs and orders annually. Salesforce streamlines data management, reducing information overload and enhancing scalability.

Don't let outdated systems hold you back. When are you available for a quick chat?

Best regards,

IT: EMAIL 6 - Digital transformation with Salesforce = sales + branch + marketing collaboration

Hi (NAME),

Digital transformation is vital in today's building product distribution landscape, and Salesforce serves as the cornerstone for enhancing collaboration across sales, branches, and marketing functions.

See why Salesforce is a catalyst for Collaboration:

Sales Rep Empowerment: By providing centralized access to critical data, sales reps are empowered to make informed decisions regarding project timelines, past purchases, and all other essential details about their clients.

Streamlined Operations: With Salesforce, branch managers can swiftly allocate resources, manage inventory, and coordinate with sales teams in real-time.

Automated Marketing Efforts: Salesforce aligns marketing efforts with sales objectives, driving targeted campaigns and measuring effectiveness with automation at the forefront.

Let's explore how Salesforce can elevate collaboration within your organization. When is a convenient time to discuss this further?

Best,