

<<First Last>>
<<Title>>
<<Company>>
<<City, ST Zip>>



The BIGCO ERP Circus

Survival Tip #3
Redirect Your Stress

Dear <<First>>:

The complexity of some “leading” ERP solutions can make any professional feel overly stressed and in need of a good laugh. Confusing to implement and even more befuddling to maintain. Functionality built for other industries bogging down your resources and driving up your services costs. You know what you need, so why doesn't your ERP vendor?!

Simple is what Lawson does for a living, with leading edge technology that's built from the ground up with your industry in mind. Our applications are easier to implement, easier to use and easier to maintain than the competition. This adds up to the lowest total cost of ownership in the industry.

Hopefully, you also received my first two attempts to connect with you. I'm asking one more time for just 30 minutes of your time to help me understand the specific demands of your business, either by phone or in person, **whether you have a current ERP project in mind or not. In return, I'll send you a FREE, carnival-quality popcorn machine (worth \$300)** to compensate you for your time and take you to your happy place. Once you've seen what Lawson can do to simplify your business decisions, I'm confident you'll want to include us the next time you evaluate your ERP options. Please give me a call at (XXX) XXX-XXXX.

And for now, if your current system drives you nuts, you can let it out by bopping Bozo.

Sincerely,

<< AE Name >>
Account Executive
Lawson

PS. Learn what Lawson can do to help bring down your stress level. Tell me what you need in an ERP system even if it's years down the road. I'll show you how Lawson can address your current ERP stressors. Lawson can simplify your business operations and make you smile when you think of how easy your business processes can really be. Give me a call today. XXX-XXX-XXXX.

PPS. What do you get when you cram 25 live clowns in an executive's office? We don't know either, but if this one rubber clown in a box doesn't get you to call, we may just have to come there to find out!

You don't have to be part of the BIGCO ERP Circus.

Talk to Lawson. Be the Ringmaster.