

## NEW VERSION OF FINANCE LEADERS EMAIL

### SUBJECT LINE:

{!Lead.FirstName}, financial executives survival kit enclosed

### BODY COPY:

{!Lead.FirstName}, as a fellow financial professional in today's chaotic rollercoaster ride financial world...

You're painfully well aware that today's finance leadership extends well beyond the finance function.

In an increasingly competitive marketplace, you're expected to plan for the future, create value, and drive performance across the organization.

{!Lead.Company} **DEPENDS ON YOU** for their analysis and rock solid direction.

### **BUT - WHO DO YOU DEPEND ON?**

Well, no more sleepless stressful nights for you.

The more unpredictable that times become, the more of your peer level financial professionals depend on *(clients name removed)* to totally lift the "fog"... and always provide them with an absolutely "dead spot on" crystal clear picture.

You can easily tell who they are. They're the ones who always seem so well rested and smile so much. Now you know their secret.

*{!Lead.FirstName} (clients name removed) performance management solution helps you:*

- Improve accuracy and accountability of planning and forecasting
- Streamline and automate finance processes
- Enable iterative and updatable budget versions and scenario forecasts
- Better decision making with real time access to information
- Targeted role based dashboards and scorecards
- Set, monitor, and disseminate key performance indicators throughout your organization
- Closely track performance and revitalize the planning process within {!Lead.Company}
- Put business-critical information in the hands of the right people at the right time
- Improve operations and meet strategic goals

### What are the next steps?

1 – CALL US TODAY AT  
000-000-0000

And learn how *(clients name removed)* can provide you with a solution to give your people access to consistent, up-to date reports and metrics; easy-to-use business intelligence; a flexible framework to streamline fiscal planning and budgeting cycles; a scorecard experience across the enterprise; and other tools to help people make the best business decisions.

2 – Take a deep breath... exhale, and feel the stress start to leave your body immediately.

3 – Go to your dentist for a tooth whitening... because now you too are going to be smiling an awful lot.