# PSI Industry Training Sample Emails

## Option 1

Subject: WHY Industry?

Across most industries today, technology decisions are increasingly being driven by Line-of-Business and CXO-level executives.

Understanding your client's business requirements and financial objectives is critical in establishing credibility, positioning your solution, and differentiating yourself from the competition.

To support your efforts and ensure your success, we have licensed PSI's [Inside the Industry® Curriculum and Wikis](https://www.youtube.com/watch?v=q6G--rSewRw) to help you:

* **Understand** critical elements of the industry
* **Engage**with key decision-makers
* **Position and justify**the value of your solutions
* **Differentiate** yourself and our company from the competition
* For the (XXXX) Industry program, click here
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## Option 2

Subject: Yes, it's a deal killer

LinkedIn's ***State of Sales 2021*** report serves as a wake-up call. "A lack of understanding of a customer's needs ranks as one of the biggest deal killers" Too many sellers jump right into contacting prospects without understanding the target customer's business, industry, or key executives' KPIs and primary challenges. Potential customers hate that.

To support your efforts and ensure your success…….

## Option 3

Subject: Take technology out of your initial discussion

According to Gartner, enterprises will spend 8.4% more on technology in 2021 than last year. This spending will focus on business solutions with expected outcomes, and that's where you should be prepared to focus.

To support your efforts and ensure your success…….

## Option 4

Subject: What it takes to be a partner

How well do you know your client's business and their industry?

*"Understanding your client and their challenges is more critical than ever before. It is one of the single most important factors in positioning you as a partner and differentiating you and your company from the competition."* IDC's Industry Insights Vertical Leadership Study

To support your efforts and ensure your success……