

SSM Mechanical Email #2

Subject:

Why you don't need to choose between us and your current provider

Body:

Hello [Name],

Thank you again for your interest in learning more about SSM Mechanical and how we can meet your HVAC maintenance needs.

Did you know you can choose from three different levels of service when you partner with us? Or that you can take advantage of our guaranteed 4-hour response time and agreement discounts even if we aren't your primary service provider?

Here's a rundown of our service plans. Take a look and see which one would best fit your needs:

[SA] Service Agreement – Our bronze level of service allows us to back up your staff or primary contractor with an added layer of emergency service and peace of mind. Our SA partners receive a \$10 per hour agreement discount and a 15% discount on parts and materials while still guaranteeing our 4 hour response time.

[MA] Maintenance Agreement – Reduce operating cost, extend the life of your equipment, and eliminate surprise expenses with our silver level of service. Our Maintenance Agreement offers specially designed computerized service to best address your unique equipment needs. Our exclusive equipment service tracking and our capital budgeting assistance can help improve your PROFIT while meeting the day-to-day needs of your facility.

[TA] Total Agreement – The gold standard in HVAC equipment maintenance, our Total Agreement program combines the best of both service and maintenance to keep your system operating at peak efficiency and give you unparalleled peace of mind. In addition to its other benefits, a Total Agreement program makes annual expense forecasting a snap. Just plug the cost of your TA program into your HVAC budget for next year and don't worry about paying a penny more!

Not sure which level would best meet your needs? Or do you have questions about any of our other services? Feel free to give me a call – I'm happy to help!

Sincerely,

Submitted 6-17-14 by Anne Michelsen
copywriter@grindstone.com

Doug Kobman
[signature (including link to website)]

“We had a failure of our primary laundry exhaust fan, which forced our commercial laundry operation off site. The SSM Mechanical Services crew moved in, assessed the problem ordered the proper equipment, completed the install after hours, and got us up and running, keeping us informed at every step. They did an excellent job. They’re professional, on time, and on budget.” – Bob Cullen, Facilities Engineer, Holiday Park Plaza, Portland, OR