COMMUNICATION #1

Subject Line: Connect with {{your company name}}

Your Company Logo

Hi {{First Name}},

My name is {{full name}} with {Your Company name}}.

I’m reaching out today is to tell you about {{your company name}} and the different solutions our company provides. We deliver the world's most advanced unified communication solutions and collaboration services. {{Your Company name}} enables companies like yours, with Native Microsoft Teams, Office 365, Cisco UC, Webex Teams, Webex Meeting, CT Cloud Meeting powered by Zoom + customized integrations for Contact Center, CRM, Call Recording, SD-WAN, UC Analytics and more.

{{Your company name}} partnered with CallTower. CallTower was **the first solution provider**to deliver a **Native Office 365 Microsoft Teams Direct Routing experience** with global calling plans empowered by a 24/7/365 client services team. This solution ensures a personalized implementation, adoption, training, support strategy with **aggressive pricing, starting at $4.95 per license.**

I am looking forward to connecting with you. Is there anyone else on your team you feel would benefit from this call as well?

Warmest regards,  
{{Your First Name}}

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| Your First and Last Name  Title Email Address Phone Number |

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| Company website |

COMMUNICATION #2

Subject line: Streamline Communications

Your Company Logo

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| {{first name}},  Many companies are looking to streamline communications in the cloud. I thought this guide may be of interest, [Transitioning UC to the Cloud](https://info.calltower.com/hubfs/Quick%20Guide.%20Moving%20Unified%20Communication%20v2.pdf) as it reveals key details on moving UC to the cloud for an optimal experience.    If you would like more information, please reach out.  I hope you are having a great week!    Warmest regards,  {{Your First Name}} |
| Your First and Last Name  Title Email Address Phone Number |

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| Company website |

COMMUNICATION #3

Subject Line: Exploring Microsoft Teams Direct Routing

Your Company Logo

Hi {{first name}},

I wanted to share with you important information on Microsoft Teams Direct Routing to aid in your research to leverage this powerful communications solution. Our Teams Direct Routing solution has been recognized by Microsoft, industry analysts and customers for expertise, implementation, adoption, and ongoing support.

Here are a couple valuable resources:

* [**Teams Direct Routing White Paper**](https://info.calltower.com/hubfs/Microsoft%20Teams%20DIrect%20Routing%20White%20Paper%20-%202020-1.pdf) – Navigating the Teams Direct Routing landscape and plans.
* [**Teams Direct Routing Comparison Guide**](https://info.calltower.com/hubfs/CT%20Teams%20vs%20MS%20Teams_Pricing%20Comparison.pdf) – Cost savings analysis for CallTower’s Teams Direct Routing and Microsoft Teams.

I am looking forward to connecting with you and scheduling a meeting with our team to further discover our synergies.

Warmest regards,

{{Your First Name}}

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| Your First and Last Name  Title Email Address Phone Number |

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| Company website |

COMMUNICATION #4

Subject Line: Ready to Move from PBX to Microsoft Teams?

Your Company Logo

{{first name}},

If you're using Office 365 the chances are your organization already has Teams, and some if not all users will be making use of its collaboration and chat features. If so, you are already halfway to having Teams as a fully-fledged phone system and need only to add on the appropriate license extension and calling plan from a qualifying partner.

Check out our recent article [**Why You Should Move from PBX to Microsoft Teams**](https://info.calltower.com/blog/why-you-should-move-from-pbx-to-microsoft-teams) to learn more.

I am looking forward to connecting with you and scheduling a meeting with our team to further discover our synergies.

Warmest regards,

{{Your First Name}}

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| Your First and Last Name  Title Email Address Phone Number |

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| Company website |

COMMUNICATION #5

Subject Line: Turnkey Teams Direct Routing Solution

Your Company Logo

{{first name}},

As a gold-certified partner with Microsoft, our partner, CallTower was the first provider to deploy voice with Teams in North America.  Our enterprise-class unified communications platform services your communications through one interface.

We leverage our platform to provide a full-turnkey Native Teams Direct Routing Solution, including features like SMS Texting, CRM Integration, contact center, receptionist console, paging, handset and headset devices, faxing, credit card machines, door buzzers and more, all with our 24/7/365 Support.

I wanted to share our recent Franklin Sports Teams Direct Routing Case Study so you can see what our customers are saying about our solution.  [Here is the link to the study](https://info.calltower.com/hubfs/Franklin%20Sports%20Case%20Study.pdf).

Our Teams Direct Routing solution is customized to meet the needs of your organization. I would be happy to arrange a consultation with one of our Microsoft Teams Direct Routing Certified Specialists.

Please let me know what your schedule looks like.

Warmest regards,

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| Your First and Last Name  Title Email Address Phone Number |

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| Company website |

COMMUNICATION #6

Subject Line: Microsoft Teams Cost Comparison

Your Company Logo

{{first name}},

I wanted to share with you our Microsoft Teams cost comparison savings study.  The study details a current customer’s real-time savings using our partner, CallTower’s Direct Routing compared to Microsoft Teams Calling Plans.

The savings is over 50% per month…[check it out](https://info.calltower.com/hubfs/CT%20Teams%20vs%20MS%20Teams_Pricing%20Comparison.pdf).

Please let me know if I can provide any additional details.

Warmest regards,

{{Your First Name}}

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| Your First and Last Name  Title Email Address Phone Number |

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| Company website |

COMMUNICATION #7

Subject Line: Remarkably priced Unlimited Microsoft Teams Conferencing

Your Company Logo

I wanted to share with you the latest news on our Native Microsoft Teams Direct Routing customization with remarkably priced Unlimited Teams Audio Conferencing.

**Customers can now get Unlimited Native Teams Direct Routing Audio Conferencing for $2.99 (per user, per month) with CallTower!**

When customers migrate to Teams with CallTower Direct Routing, they take advantage of Teams' powerful collaboration technology plus the feature-rich solutions CallTower adds to Teams-all while saving money.

Please let me know if I can provide any additional details.

Warmest regards,

{{Your First Name}}

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| Your First and Last Name  Title Email Address Phone Number |

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| Company website |

COMMUNICATION #8

Subject Line: {{Contacts, first name}}, interested in a native Microsoft Teams experience?

Your Company Logo

Thank you for your interest in our Native Microsoft Teams Direct Routing solution. We deliver key Microsoft Teams UCaaS features and functionality which are unavailable through other providers. Customers using our Teams Direct Routing offering can also easily redirect calls to an alternate number in case of a Microsoft outage and stay connected.

Let me know if you would like to setup some time to discuss how are partnership with CallTower deliver a comprehensive turnkey [Microsoft Teams Direct Routing](https://www.calltower.com/microsoft-teams-direct-routing/) UCaaS solution to help your business communications.

I am looking forward to connecting with you!

Warmest regards,

{{Your First Name}}

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| Your First and Last Name  Title Email Address Phone Number |

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| Company website |