



## Warehouse Automation Toolkit Emails

### EMAIL #1: Download the Toolkit

**From Name:** John Wofford

**From Email:** john@lillyforklifts.com

**Subject Line:** Your toolkit is here!

**Preview Text:** Thank you for downloading our warehouse automation success toolkit.

**Campaign:** Warehouse Automation Sales Funnel

Dear {personalization: First Name/Friend},

Thank you for downloading the **Warehouse Automation Success Toolkit!**



You are one step closer to transforming your warehouse operations.

To make it easy for you to access all the tools in the toolkit, we've packaged them together in this email.

Here's what you'll find:

#### 1. Step-by-Step Checklist

- **Download Your Checklist:** Follow this guide to plan and implement automation smoothly, addressing common challenges.



## 2. Readiness Quiz

- **Take the Quiz:** Assess your current operations and determine how ready your warehouse is for automation. This quiz will help you identify key areas for improvement.

## 3. ROI Calculator

- **Visit the ROI Calculator Page:** Easily calculate your automation projects' potential return on investment. Use this tool to make informed decisions and justify your investment.

If you have any questions, please don't hesitate to contact me via email at [john@lillyforklifts.com](mailto:john@lillyforklifts.com) or call me at [844-LILLYCO](tel:844-LILLYCO).

Sincerely,  
John



John Wofford  
[844-LILLYCO](tel:844-LILLYCO)  
Email: [john@lillyforklifts.com](mailto:john@lillyforklifts.com)  
The Lilly Company  
[www.lillyforklifts.com](http://www.lillyforklifts.com)

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## EMAIL #2: Problem + Solution

**From Name:** John Wofford

**From Email:** [john@lillyforklifts.com](mailto:john@lillyforklifts.com)

**Subject Line:** Is inefficiency holding you back?

**Preview Text:** Transform your warehouse with automation solutions from The Lilly Company.

**Campaign:** Warehouse Automation Sales Funnel

Dear {Personalization: First Name/Friend},

Managing a warehouse means facing challenges like:

- Increasing demand
- Higher customer expectations
- High turnover
- Skilled labor shortages

- Frequent errors
- Limited scalability

These issues can significantly reduce your efficiency, productivity, and profitability.

But here's the good news: ***It doesn't have to be this way.***

At The Lilly Company, we understand the constant challenge of meeting growing demand and the importance of future-proofing your business.

That's why we go beyond just selling warehouse automation technology. We're your partner from start to finish. We'll be by your side from the initial on-site consultation all the way to the in-depth training... and beyond.

Allow us to take the lead and remove the burden ***every step of the way.***

[Schedule a complimentary on-site consultation](#), and we'll provide personalized recommendations and answer any questions you may have.

Let's start the conversation! We'll give you all the information you need, and you can decide if you'd like to move forward.

Kind regards,  
John



John Wofford  
[844-LILLYCO](tel:844-LILLYCO)  
Email: [john@lillyforklifts.com](mailto:john@lillyforklifts.com)  
The Lilly Company  
[www.lillyforklifts.com](http://www.lillyforklifts.com)

P.S. Let's kickstart your warehouse transformation! [Schedule your free on-site consultation](#) or call us directly at [844-LILLYCO](tel:844-LILLYCO). We're excited to show you how automation can help you meet today's needs and welcome tomorrow's opportunities!

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## EMAIL #3: Overcome an Objection

**From Name:** John Wofford  
**From Email:** [john@lillyforklifts.com](mailto:john@lillyforklifts.com)  
**Subject Line:** Let's Bust Some Myths

**Preview Text:** Addressing your concerns about transforming your warehouse with warehouse automation.

**Campaign:** Warehouse Automation Sales Funnel

Dear {personalization: First Name/Friend},

I know warehouse automation can seem overwhelming, especially with all the myths out there. Let's debunk some of the most common misconceptions you might have heard.

### **Myth #1: Automation is Too Expensive**

**Truth:** While the initial investment may seem high, think about the cost of not automating. Inefficiencies can lead to significant financial losses due to errors, delays, and higher labor costs. Studies show that warehouse automation can boost productivity by up to 50%, leading to substantial long-term savings and a positive ROI.

### **Myth #2: You Need Expertise to Implement Automation**

**Truth:** You don't need to be an expert to benefit from automation. We offer step-by-step guidance, extensive training, and ongoing support to ensure your team is fully equipped to manage the new systems. Our team is always available to assist with maintenance and troubleshooting, giving you peace of mind.

### **Myth #3: Automation Will Disrupt My Operations**

**Truth:** We understand your concern about potential downtime. That's why we use a phased implementation approach to minimize disruptions. By starting with critical areas and gradually expanding, we ensure your operations continue running smoothly while the new systems are integrated.


At The Lilly Company, we're more than just a vendor—we're your partner. We'll guide you through the entire process, ensuring a smooth transition to a more efficient and future-ready warehouse.

[Schedule a complimentary on-site consultation](#), and we'll give you all the information you need, and you can decide if you'd like to move forward.

To your success,  
John



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P.S. Want to see firsthand the difference automation can make? [Schedule a free on-site consultation](#) or call us directly at [844-LILLYCO](tel:844-LILLYCO). We're excited to show you how the latest technology can streamline your operations!

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## EMAIL #4: Our Expertise

**From Name:** John Wofford

**From Email:** john@lillyforklifts.com

**Subject Line:** Trust the Experts

**Preview Text:** Learn how 100+ years of experience can benefit your warehouse.

**Campaign:** Warehouse Automation Sales Funnel

Hello {personalization: First Name/Friend},

For over 100 years, we've been helping businesses like yours optimize their warehouse operations. Our team has a deep understanding of the challenges you face.

Here's how our extensive history and commitment to excellence can benefit you:

**Proven Track Record:** We have a deep understanding of the challenges warehouse professionals face. Over the past century, we've seen it all and developed solutions that truly work. Our team's extensive knowledge ensures we can tackle any obstacle your warehouse might encounter.

**Personalized Support:** We believe in being there for you every step of the way. From the initial on-site consultation to in-depth training, we provide ongoing support to ensure your warehouse automation journey is smooth and successful. Our commitment doesn't end with installation—we're here to help you achieve long-term success.

**Tailored Solutions:** Every warehouse is unique, and so are our solutions. We take the time to understand your specific needs and goals, designing customized automation systems that fit perfectly with your operations. This personalized approach ensures maximum efficiency and ROI.

**Cutting-Edge Technology:** We stay ahead of the curve by continuously updating our offerings with the latest advancements in warehouse automation technology. By partnering with us, you gain access to the most innovative and effective solutions available.

At The Lilly Company, we're proud of our history and confident in our ability to help you achieve a future-ready warehouse.



[Schedule a complimentary on-site consultation](#), and we'll provide personalized recommendations and answer any questions you may have.

We're here to provide all the information you need and help you take the next steps toward an efficient and automated warehouse.

Sincerely,  
John



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P.S. If you're ready to see how warehouse automation can benefit your operation, call me directly at [844-LILLYCO](tel:844-LILLYCO) or schedule your [free on-site consultation](#) through our website. Your success, is our success!

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## EMAIL #5: Sales Letter

**From Name:** John Wofford

**From Email:** [john@lillyforklifts.com](mailto:john@lillyforklifts.com)

**Subject Line:** Is your warehouse ready for the future?

**Preview Text:** Discover how warehouse automation can boost efficiency and future-proof your business.

**Campaign:** Warehouse Automation Sales Funnel

Dear {Personalization: First Name/Friend},

Choosing to automate your warehouse can feel overwhelming. There are a million details to consider, and sticking with your current setup might seem easier.

But let's take a closer look at the issues that can arise from NOT modernizing:

- Missed deadlines due to processing delays
- Customer dissatisfaction from frequent errors
- Higher operational costs from inefficient workflows
- Difficulty in scaling operations to meet demand
- Employee injury and turnover due to repetitive tasks

- Falling behind competitors from missed opportunities

As you know, these issues could lead to **going out of business**.

The truth is, long-term benefits of automation far outweigh the initial investment.

Warehouse automation boosts efficiency, reduces errors, and enhances productivity. It essentially pays for itself by driving profitability and improving overall operations.

At The Lilly Company, we specialize in customized warehouse automation solutions that fit your unique goals. Our mission is to **transform your warehouse** into a future-ready, efficient powerhouse.

Here's how we make it easy:

**STEP ONE: Let's Talk:** [Schedule your on-site consultation](#). Our team will arrange a convenient time to visit your warehouse and understand your unique needs and big-picture goals. There's no obligation to proceed further unless you decide to.

**STEP TWO: Choose a Design:** Based on your specific goals, requirements, and budget, we'll create a few design options for you to choose from. We'll also provide a project timeline and a rough estimate, so you know exactly what to expect.

**STEP THREE: We'll Do It Right:** We handle every step with minimal disruption. We're dedicated to reducing downtime and providing training for you and your workers.

**STEP FOUR: Enjoy Efficiency:** Enjoy your transformed warehouse, where efficiency and scalability give you a rewarding ROI and set you up for long-term success.

So, let's [schedule your on-site consultation](#) today and take the first step towards a more efficient and future-ready warehouse.

Looking forward to your transformation,  
John



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P.S. Ready to future-proof your warehouse? [Schedule your on-site consultation](#) or call me directly at [844-LILLYCO](tel:844-LILLYCO). It's time to take the first step towards a successful future!