

## EMAIL #1: Download the eBook

**From Name:** Dan Elliott

**From Email:** [delliott@midcoforklift.com](mailto:delliott@midcoforklift.com)

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

**Preview Text:** Thank you for downloading our Complete Buyer's Guide to Industrial Floor Cleaning Equipment. You are one step closer to cleaner floors and a safer facility.

**Campaign:** Industrial Cleaning Sales Funnel

Dear {personalization token: First Name/Friend},

Thank you for downloading our ***Complete Buyer's Guide to Industrial Floor Cleaning Equipment.***

You can re-download your free eBook anytime by [clicking here](#).

Our goal is to provide you with the information you need to make an informed decision regarding your sweeper or scrubber purchase.

If you have any questions, please don't hesitate to email me at [delliott@midcoforklift.com](mailto:delliott@midcoforklift.com) or call me at [206-715-5958](tel:206-715-5958).

Sincerely,

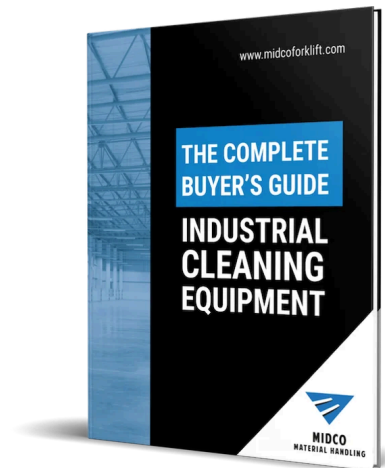


Dan Elliott  
Industrial Cleaning Specialist

C: 206-715-5958 | O: 253-854-5438

Email: [delliott@midcoforklift.com](mailto:delliott@midcoforklift.com)

MidCo Material Handling  
[Midco.com](http://Midco.com)



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## EMAIL #2: Problem + Solution

**From Name:** Dan Elliott

**From Email:** [delliott@midcoforklift.com](mailto:delliott@midcoforklift.com)



**Subject Line:** Dirty floors can put your safety record at risk.

**Preview Text:** Get a solution to keeping your facility clean, people safe, and products free of dust, dirt, and debris and run a more profitable business.

**Campaign:** Industrial Cleaning Sales Funnel

Hi {Personalization Token: First Name/Friend},

We know you work hard to keep their facility clean, people safe, and products free of dust, dirt, and debris.

Dirty floors can put your **safety record at risk** and cause other serious issues in your facility.

We also know you want to avoid safety hazards, safety violations, OSHA fines, and injury lawsuits is one of your top goals.

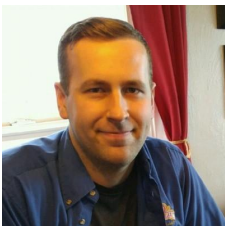
That's why I want to help you find the right **industrial floor cleaning equipment** to keep dirt off your floors for good. I believe you deserve a simple and effective way to keep your floors clean and your employees safe.

My team of experts are standing by to help make your life easier. We can come to your facility to conduct a thorough product demo, offer training, and answer questions.

Why not take us up on a **free demo**? Take a test drive and see for yourself. Get the answers you need, then decide if you want to take the next step.

Let me know when you're available for a quick call.

Kind regards,



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Industrial Cleaning Specialist

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P.S. Schedule a **free on-site industrial floor cleaning demo** by filling out the form [on this page](#) or call directly at [206-715-5958](tel:206-715-5958). I look forward to learning more about your operation.

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## EMAIL #3: Overcome an Objection

**From Name:** Dan Elliott

**From Email:** delliott@midcoforklift.com

**Subject Line:** Whatever the concern, {Personalization Token: First Name/Friend}, we've got you covered!

**Preview Text:** We'll help you improve the safety, efficiency, and cleanliness of your facility with the machine that perfectly meets your needs & your budget.

**Campaign:** Industrial Cleaning Sales Funnel

Dear {personalization token: First Name/Friend},

**Quick question:** What is the #1 thing preventing you from choosing a sweeper or sweeper scrubber to improve the safety, efficiency, and cleanliness of your operation?

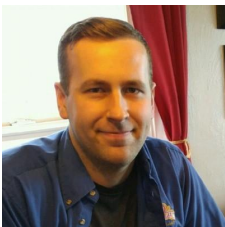
- Are there questions you need answered? If so, please don't hesitate to send them my way or let's find time to talk on the phone.

- Or maybe you're waiting on someone else to approve the purchase. If so, please feel free to share my contact info with them so I can answer any questions or concerns they may have.

- If the cost of renting, leasing, or buying new floor cleaning equipment is your biggest concern, I can put your mind at ease. We can visit your facility and assess your operation to match you with the machine that perfectly **meets your needs & your budget.**

- If you've already purchased industrial floor cleaning equipment, and you need parts, repair/service, or preventative maintenance, please let me know or schedule service [here](#). Our expert technicians are quick to respond and will keep you up and running.

Looking forward to hearing from you,



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Industrial Cleaning Specialist

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P.S. [Schedule a free floor cleaning demo](#) or [call me directly](#) to get a complete on-site assessment, so we can match you to the right machine for your specific needs and budget. If there is someone else I should follow up with, please let me know.



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## EMAIL #4: Testimonial

**From Name:** Dan Elliott

**From Email:** delliott@midcoforklift.com

**Subject Line:** Here is a real customer testimonial and success story.

**Preview Text:** What productivity gains could you make with the right floor-cleaning solution, {Personalization Token: First Name/Friend}?

**Campaign:** Industrial Cleaning Sales Funnel

Hello {personalization token: First Name/Friend},

Here's a recent **success story** from a commercial janitorial service company.

Avi Kumar, owner of Meridian Building Maintenance, recently bought a new Powerboss Nautilus sweeper scrubber from MidCo and shared the experience he had with one of our competitors.

Upon delivering his new machine, he explained how much trouble he was having with a local cleaning equipment and service provider. Whenever his old machine required service, it took over three weeks to get parts and service. The worst part is, the parts and adjustments made by the technician, only lasted one day. This wasn't acceptable.

By contrast, the Powerboss Nautilus he purchased from MidCo has parts that are easy to get, and the machine itself is easy to repair and maintain. Plus, Avi now has our quick-response expert service team to help him whenever he needs anything. Now that he is working with us, his profit-loss and productivity worries are no longer a concern.

Avi Kumar sent me an email with **his written testimonial** to show his appreciation:

*"Midco came and assessed our current struggles. While using a competitor's equipment, we have faced a lack of support, design flaws, and lowered efficiency. Once we started working with Midco, we realized our productivity potential. With well over a million square feet to clean, having the right equipment and local support is invaluable. I'm proud to say, our facility is safer now because we've got a handle on the dirt and debris. Thanks, MidCo!"*

- Avi Kumar, Owner of Meridian Building Maintenance, LLC

**What productivity gains could you make with the right floor-cleaning solution?** Let's find out. Give me a call so we can talk.



Sincerely,



Dan Elliott  
Industrial Cleaning Specialist

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P.S. If you have any questions, give me a call directly at [206-715-5958](tel:206-715-5958) or [schedule a free demonstration](#). We'll come out to your facility so you can test drive the equipment and see for yourself.

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## EMAIL #5: Sales Letter

**From Name:** Dan Elliott

**From Email:** [delliott@midcoforklift.com](mailto:delliott@midcoforklift.com)

**Subject Line:** Are you risking your safety record with a broom and mop?

**Preview Text:** A sweeper/scrubber creates cleaner floors for a safer environment for your people and products.

**Campaign:** Industrial Cleaning Sales Funnel

Dear {Personalization Token: First Name/Friend},

Buying a new piece of equipment can feel daunting. There are a ton of options to choose from, and it's easy to wonder if what you're doing currently... maybe isn't so bad.

But, keep in mind, busy facilities get dirty *fast*. And, if they stay that way, ***you risk:***

- Slip and fall accidents
- Damaged safety record
- Dirty and damaged goods
- Employee health risks
- Low productivity
- Low morale

Additionally, ***manual labor costs represent about 90% of the total cost to maintain floors.*** So while the initial cost of a commercial cleaning machine is more than a mop and bucket, the equipment quickly pays for itself as it cleans more effectively in less time. When



using a mop and bucket, the more you clean, the dirtier the water gets. A floor cleaning machine uses 100% clean water the entire time, leaving floors cleaner and more hygienic.

The right industrial floor cleaning equipment makes it easy to **keep your people safe and your products clean**. We have the right commercial cleaning equipment to deliver the performance you need **at a price that fits your budget**.

We are here to help make your life easier. Our experts can visit your facility to pair you with the right machine to **save you time and money**. You can take a test drive to see for yourself!

Why not take us up on a [free demo](#)? There are no obligations to make a purchase. Test drive the machine and see it in action. Get the answers you need, then decide if you want to take the next step.

Looking forward to making your life easier,



Dan Elliott  
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P.S. [Schedule a free demo](#) or [call me](#), so we can come out to your facility and show you how an industrial floor cleaning machine can help you to feel **more confident** that cleaner floors create a **safer environment** for your people and products. Plus, we host a complimentary class to train your team when you buy or lease a new machine.

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