



# Pallet Racking Sales Funnel eBook Emails

## AUTOMATED NURTURE & SALES EMAIL SERIES

### EMAIL #1: Download the eBook

**From Name:** John Wofford

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

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

**Preview Text:** Your Guide to How to Choose the Best Forklift Is Here

**Campaign:** Offer - How to Choose a Forklift

Dear {personalization: First Name/Friend},

Thank you for your interest in [How to Choose the Best Forklift for Your Needs and Budget](#).

We developed this guide based on questions our forklift experts use to help customers choose the right forklift.

You can re-download this guide anytime in the future by [clicking this link](#).

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)



## EMAIL #2: Problem + Solution

**From Name:** John Wofford

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

**Subject Line:** Quick question

**Preview Text:** We know you're busy, but we want to help.

**Campaign:** Offer - How to Choose a Forklift

Dear {personalization: First Name/Friend}

Quick question: what's holding you back from buying a forklift?

- Unsure if now is a good time to buy?
- Haven't had time to narrow down the options?
- Need help persuading reluctant stakeholders?

### ***Let's Get This Problem Off Your Plate***

If you have 15 minutes, we can help you decide whether or not you need a forklift and the best option for your business needs and budget.

During the call, we'll ask you to tell us a bit about your business. Afterward, we'll provide:

- A list of new (or used) forklifts that would be a good fit.
- Financing options
- Any supporting info you need

Yes, it's really that easy. **Wouldn't it feel good to check "research forklifts" off your to-do list?**

All you have to do is reply to this email or call me at [844-LILLYCO](tel:844-LILLYCO).

Kind regards,  
John



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## EMAIL #3: Overcome an Objection

**From Name:** John Wofford

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

**Subject Line:** Worried About the Right Forklift Choice?

**Preview Text:** Let's Put Those Fears to Rest.

**Campaign:** Offer - How to Choose a Forklift

Dear {personalization: First Name/Friend},

We get it. Buying a forklift is a big decision, and there's a lot riding on it—literally. After all, no one wants to end up with a forklift that's more of a hassle than a help.

Let's tackle your concerns head-on.

### **Concern #1: "What if I choose the wrong forklift?"**

You're not alone in worrying about this. The right forklift for one operation might not work for another. That's why our experts are here to guide you through the process, ensuring you get the right fit for your specific needs—whether it's load capacity, mast height, or the ability to handle indoor and outdoor environments. We'll ask the questions you might not think of and provide solutions that make sense for your business.

### **Concern #2: "Is it worth the investment?"**

We know the price tag can be daunting. But here's the thing: a well-chosen forklift pays for itself in the long run. With the right equipment, you'll see gains in productivity, safety, and even cost savings on maintenance and operation. If budget is a concern, we can discuss flexible financing options or explore high-quality used forklifts that offer great value.

### **Concern #3: "What if my business needs change?"**

Flexibility is key in today's fast-paced environment. Whether you need a forklift that can handle multi-shift operations or one that adapts to growing demands, we've got options. We can even help with leasing plans that allow you to scale up or down as needed, so you're never locked into something that doesn't fit your business anymore.

Your operation is unique, and your forklift should be, too. Let's make sure you get the right one. Just reply to this email or give me a call at [844-LILLYCO](tel:844-LILLYCO), and we'll set up a time to chat.

Looking forward to helping you find the perfect forklift.

My best,  
John





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P.S. Still on the fence? Let's set up a no-obligation call to discuss your concerns. We're here to make sure you're confident in your decision—whether that means buying, leasing, or even waiting. Your success is our priority. Give me a call at [844-LILLYCO](tel:844-LILLYCO)

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## EMAIL #4: Testimonial

**From Name:** John Wofford

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

**Subject Line:** Real Forklift Customer Testimonials

**Preview Text:** Discover how businesses like yours have found success with The Lilly Company—read their stories below.

**Campaign:** Offer - How to Choose a Forklift

Hello {personalization: First Name/Friend},

When it comes to choosing the right forklift, nothing speaks louder than the experiences of those who've been in your shoes. We're proud to share these stories...

### **"The Go-To Solution for Government Sites"**

*"Working at a government-run site, it is important to obtain high-quality equipment to be a good steward of taxpayer money. The Lilly Company is my go-to solution for forklift, material handling equipment, and services. Lilly also helps me find solutions for specialty situations, solutions I would never think of. Their recommendations often keep me from making a mistake. And, they respond quickly to my needs. There is a personalized touch, working with them. I highly recommend buying from The Lilly Company!" – Private Government Agency*

### **"A 20-Year Partnership That Delivers Every Time"**

*"We've had a relationship with Lilly for 20 years. We've tried other companies, but Lilly is always the first group we reach out to. Of the material handling companies we deal with, Lilly is by far the better company. They've been around the longest and provide the best service. Brad Gregory has always done everything he could do for*



*us. He's always helped us and taken care of our business. He's always been a good sales rep."* – Brent Noah, Director of Facilities at Viking Range

These testimonials are just a glimpse of the level of service and dedication you can expect from us. Our mission is to provide tailored solutions that help your business succeed, just as we've done for these valued clients.

**Are you ready to join the ranks of satisfied customers who trust The Lilly Company for their material handling needs?** Let's discuss how we can make your operations more efficient and effective. Just hit reply or call me at [844-LILLYCO](tel:844-LILLYCO), and we'll get started.

Looking forward to talking to you!  
John



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**P.S.** Let's talk about how we can support your operation with the same level of care and expertise. Hit reply or call me at [844-LILLYCO](tel:844-LILLYCO).

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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 operating below its full potential?

**Preview Text:** Unleash the full capacity of your warehouse with a pallet racking solution tailored to your needs, goals, and budget.

**Campaign:** Offer - How to Choose a Forklift

Dear {Personalization: First Name/Friend},

Choosing the right forklift can be a daunting task. With so many options out there, it's easy to feel overwhelmed. You might even think your current equipment is still doing the job just fine.

But it's important to remember that the wrong forklift can lead to significant operational issues, such as:



- **Increased downtime due to equipment not suited for your specific needs**  
Downtime can cripple your productivity and hurt your bottom line, especially if your forklift can't handle the workload or environment it's placed in.
- **Rising costs from frequent maintenance and repairs**  
Choosing the wrong forklift often leads to higher maintenance costs and more frequent repairs, which can quickly add up and strain your budget.
- **Reduced efficiency and safety risks**  
A forklift that's not the right fit for your operation can slow down your workflow and increase the likelihood of accidents, putting both your employees and your profits at risk.

On the other hand, selecting the right forklift is more than just a purchase—it's an investment in your business's future. The right equipment boosts your efficiency, cuts down on operational costs, and ensures a safer work environment for your team.

### **Here's how to choose the right forklift:**

#### **Step 1: Get An Expert**

Contact us, and we'll get you paired with a material handling expert in your area.

#### **Step 2: Get What You Need**

We're not just out for the sale. We'll ask questions, dig deep, and evaluate your operation to make sure you get exactly what you need.

#### **Step 3: Get It Done**

With The Lilly Company by your side, you'll stop fixing problems all day, and start running the safest, most efficient, and most profitable operation possible.

Why wait? Reply to this email or give me a call at [844-LILLYCO](tel:844-LILLYCO) today and ensure you're making the best choice for your business.

To your success,  
John



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The Lilly Company  
[www.lillyforklifts.com](http://www.lillyforklifts.com)

**P.S.** Remember, the right forklift isn't just a machine—it's a critical tool that can drive your business forward. Let's find the perfect fit for your operation today. Call me at [844-LILLYCO](tel:844-LILLYCO).

