

SEE BELOW FOR RESPONSES

Subject: Re: How Your Sales Rep Can Help You Succeed in 2021!

Happy New Year! Lets re-cap the New Electrical Products Orbit introduced in 2021...and discuss how they can benefit your business in 2022.



HAPPY NEW YEAR, Friend!

This is _____, your [Orbit Industries](#) Regional Sales Manager. Thank you for being a loyal subscriber to my company's bi-monthly email newsletters.

We made it through another hectic year. But there's blue skies ahead... And with it some exciting new products, services, **and solutions** for you in 2022!

But today, I'd like to re-cap some of the products Orbit introduced in 2021.

Top 8 New Products of 2021:

1. [Rooftop Pedestal Posts](#) (Winner of the 2021 NECA Showstopper award and Product of the Year award from EC&M Magazine!)
2. [4" Round Fire Alarm Box](#) (Adjusts from 0" to 1-1/2" raised! Mounts direct-to-stud, between studs or overhead with our [SSB Bracket System](#)!)
3. [Pre-Assembled UMA-LVBS with Square Box and Ring](#) (Boxes Ready-to-Install! Easy to order part numbers!)
4. [Pre-Assembled SSB-T5 w/ FA-UMAB](#) (Install life safety devices between studs or hard-lid ceilings – right outta' the box!)
5. [Pre-Assembled SSB-TBAR / FA-UMAB](#) (Similar idea to #4, but for T-bar ceilings.)
6. [Spring Steel Fasteners](#) (Our offering keeps growing! Plus: check out our convenient [Cross Reference Brochure](#)!)

7. [Adjustable Wattage LED Lighting Fixtures](#) (Imagine getting the output of four fixtures in ONE part number! Includes hi-powered Area Lights and High Bays.)
8. [Adjustable CCT LED Lighting Fixtures](#) (Practically guarantees you have the right color temperature for any job, in-stock when you need it. Includes Flood Lights and Wallpacks.)

Did you miss any of these? If so, I invite you to take a quick look at each product, and ask yourself: *“Is this something MY shop could use on an upcoming project?”*

If you answered “yes” or even “maybe”, I want you to call or email your Orbit Sales Rep *right away* to setup a **Lunch-and-Learn** or **Tour of our Facility**... before things get busy again.

We’ll gladly mail product samples to you (or hand-deliver if your shop allows). We’ll send out our latest literature so you can prepare for the call.

Don’t remember who your Orbit Sales Rep is? That’s okay. Just respond directly to this email, and I’ll get you connected *ASAP*.

And feel free to contact me anytime. My info is below.

Let’s make it a successful and profitable year in 2022!



Aaron Jacobs
VP Sales and Marketing

P.S. Stay tuned for more innovative product updates, announcements, and [videos](#) to help you thrive in the New Year!

No longer interested? You can safely [Unsubscribe from this list](#)

SELECTED RESPONSES RELATED TO NEW YEAR'S CAMPAIGN

Sent: Thursday, January 07, 2021 7:32 AM

To: Aaron from Orbit

Subject: Re: How Your Sales Rep Can Help You Succeed in 2021!

This is the best sales/marketing email I've received in a long time, good job!

We have just started using some of your products but had no idea several of these items were available.

Thanks!

www.ascentele.com



From an electrical contractor end-user.

Thanks. Appreciate everything you do. Orbit's email campaigns are the best in the business. Take care.

From a Manufacturer's Representative agency owner.