

We custom design email marketing campaigns to qualify foodservice leads from our list of 13,351 café owners.

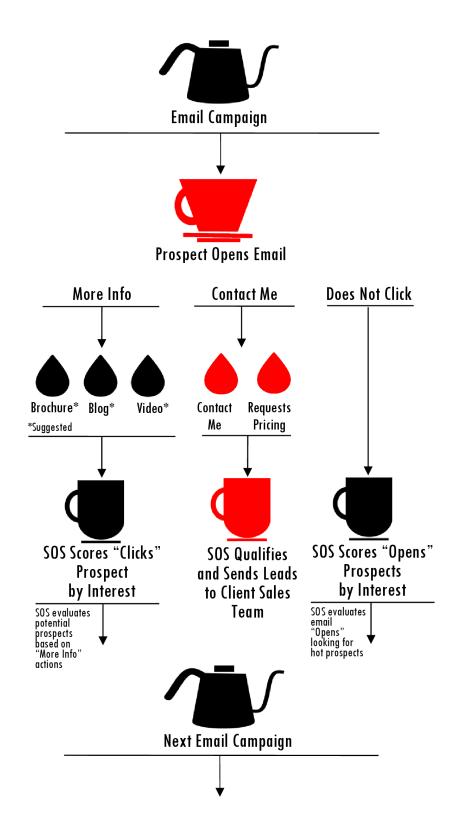
This flowchart shows how a prospect becomes a lead by simply choosing what they are interested in: They open the email, select more information, or they request sales contact or pricing.

SOS evaluates these interests and, in consecutive emails, provides more useful information to help further pre-qualify the prospect to the point where the prospect can be turned over to the client sales team.

For more information, contact David at SOS.

SOS Specialty Coffee Industry Business Development Marketing

## How It Works: SOS Foodservice Lead Qualifying Email Marketing Campaign



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