

We are emailing introductions to Architects, Contractors, Interior Designers, Cabinet Makers and Flooring Dealers. These are leads of people who opened the email. If there are names listed multiple times, it means that they either opened the email several times, or forwarded it to a colleague. Here is what to do for the prospects in your region (you will know by the area code):

Don't tell them you know they were on your web site or that you know that they opened the email. Just say this is _____ from Eco-\$mart. A few days ago, our president, Matt Ross sent you an email introduction to your president, _____ entitled "Green Construction Supply Source", or very similar. I'm following up to see if you have any questions about our company and products and see if we may be able to help you. Even if they don't remember, re-introduce our company. Here's what we provide:

1. Green Construction Supply, since 1993, Florida based.
2. Free Media Exposure
3. Free End-User Referrals
4. Free education / training.

Follow up on all leads as long as you can, but call them each at least 3 times, and do leave messages, before abandonment. Here is an example of the emails being sent (different every time, about 2 per month):

From: mross@eco-smart.com
Subject: Eco-\$mart - Green Healthy Materials for Interiors and Construction

Dear Matt:

We specialize in new, green, healthy, attractive materials for residential and commercial interiors and construction. If you decide to handle our lines, we will add you to our dealer / designer list on our website as will the manufacturers websites, driving customers to your business. We also provide free consultation to home buyers, builders and developers, and refer them to our dealers.

Eco-\$mart is a unique type of organization. Operating since 1993, our company is a for profit venture, yet we operate under license from the nonprofit Florida House Institute for Sustainable Development (I4SD). This means that all of our products and programs are screened and approved by the nonprofit I4SD. Our on the ground sales and support staff covers most of the Southeast U.S.

We provide some distinct advantages that set us apart:

- Increase Media Attention to Your Business: Including "green" materials in your offerings generates free press which Eco-\$mart will help you to attract.
- Improve Client Satisfaction: Offering healthy, efficient, disaster resistant solutions to your clients creates more satisfied customers who spread the word about your business.
- Provide New Income Streams: Your clients are asking for "green" alternatives, and now you can receive income benefits for providing them.

Visit our web site at [Eco-\\$mart](http://Eco-$mart) to see our offerings and learn about the benefits of "green" construction materials. Then contact us at 941-376-8484 to find out how offering Eco-\$mart green materials can benefit your business.

Sincerely,

Matt Ross
President
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www.eco-smart.com