

Subject: "It Was Great Talking To You The Other Day"
Split 1: "More Information About Cavanaugh After Our Phone Call"

Dear [Client Name]:

Thanks again for speaking with our representative [or "me" if it was specifically you] the other day. I am excited to let you know a little more about what Cavanaugh can do for you as the leader in Water Loss Control and Revenue Recovery.

As you are well aware, water loss is a major source of revenue loss for municipalities. Cavanaugh can help [city name] meet both your revenue goals as well as meeting your American Water Works Association requirements with ease.

Cavanaugh's Water Loss Control program isn't just about producing another study that yields no results. Our audits provide you with solid, actionable steps to control your problem areas and save your city and constituents considerable amounts of revenue.

I would love to have the opportunity to speak with you further about our programs. We have a no obligation consultation with an expert [or "me", as the case may be] to determine if we would be a good fit for one another.

Please feel free to give me a call anytime at: [phone number]

Also, we invite you to look over our website at:
<http://www.cavanaugholutions.com/services-view/waterlosscontrol/>

You will find some really useful information here about Cavanaugh and our programs.

I look forward to talking with you and letting you know how we can best serve you.

Sincerely,
[name]
[title etc. with best contact info. Highlight email as well]

Email #2 Subject: Let Cavanaugh Save [City] Revenue With Our Water Loss Control Program

split: Cavanaugh Saves Municipalities Millions Of Dollars Each Year With Our Water Loss Control Programs

Dear [Name]

I just wanted to send over some information about what Cavanaugh can specifically do to help you get ahold of any water loss that might be occurring in [city].

Cavanaugh has helped hundreds upon hundreds of clients mitigate water loss through our specialized monitoring and intervention techniques.

We specialize in:

- Analyzing and Assessing Systems For Operational Inefficiencies
- Best Billing Practices
- Real Losses/Leak Monitoring
- Un-Metered Water Impacts
- Pressure Management Issues

Cities that utilize our services have been extraordinarily happy with the savings our company has produced in terms of water loss control.

Our systems are simply unparalleled. If you've been dealing with water loss, we can help. If you still need to find out what your possible water loss might be, we can help as well.

We can save you hundreds of thousands of dollars a year in lost supply.

I'd love to speak with you about Cavanaugh's Water Loss Control and Revenue Recovery program. Feel free to give me a call any time to find out, with a no-cost consultation, about what we can do for you to get [city name] working at maximum capacity.

You can reach me at: [Phone Number]

Or, check out our website at [best url here]

Thanks much, and I look forward to speaking with you soon.

Sincerely,

[Name]

Email #3: "Town Of Rutherford College Reduces Water Loss By Half Utilizing Cavanaugh!"

Split: "You Could Easily Cut Water Loss In Half Utilizing Cavanaugh's Water Loss Control Program"

Dear [name]

If you still aren't convinced that Cavanaugh can't help you with your Water Loss Control issues, check this out:

Recently, Cavanaugh was retained by the city of Rutherford College, North Carolina, to proactively lower its water loss. Cavanaugh went to work implementing an in-depth AWWA Water Audit and our Water Loss Control Program.

The city couldn't have been happier with the results.

After implementing our specialized programs, water loss has been reduced by 50%! The city manager, Kenneth Geathers was ecstatic by the results. He said, "This is great news. I suppose the question now is, where do we go from here?" The answer to that is EVEN MORE savings.

What would a 50% reduction in water loss do for your city? In an age of natural resource conservation and increased costs, a savings like this is nothing short of spectacular, especially from a budgetary standpoint.

So, don't wait. Give me a call today to discuss what Cavanaugh can do for you. Don't let your water slip through your fingers!

My direct line is: [phone number]

Thanks much, and I look forward to speaking with you soon.

Sincerely,

[name]

[etc. Make sure to add website in bold here]

Email #4 “Cavanaugh Doesn’t Just Save Water. We Save Revenue”
“Increase Your City’s Water Revenues... WITHOUT Raising Rates”

Dear [name]

[Your Name] here.

I wanted to take this opportunity to talk with you briefly about water loss and revenue recovery.

What if I told you that you could see a 15% or higher jump in water and sewer revenues... without raising rates on your customers? Would that interest you in our program? Of course it would!

It may sound too good to be true, but in fact, Cavanaugh has produced these results and better throughout the United States.

Revenue without a rate hike. It is the golden opportunity that not enough municipalities are taking advantage of but should. [city name] can make this happen as well.

Being a good steward of both your town’s financial resources AND natural resources is a big job. We understand that at Cavanaugh.

Let us guide you to huge savings that will be a boon to both your department AND your citizens.

At Cavanaugh, we believe in “Stewardship Through Innovation.” It’s time that you took advantage of the resources we have to offer you.

Give me a call today for a pressure-free consultation. Find out what Cavanaugh can do for you.

I’m at: [phone number]

Sincerely,

[name]

[etc. including BOLD website and EMAIL]

Email #5: “Cavanaugh. The Industry Standard In Water Loss Prevention and Revenue Recovery.”

Split: “Let Cavanaugh Show You How We Are [city's name] Biggest Ally.”

Dear [name]:

It's [name] here again, one last time. I wanted to take this opportunity to thank you again for speaking with me the other day.

Listen, I know that working with an outside contractor such as Cavanaugh can seem like a big task. But, I can assure you that we make the process seamless.

Cavanaugh is your city's biggest potential ally in the area of water loss control and revenue recovery. We have worked effortlessly with hundreds of cities, and we'd like to work with you.

It's our mission to create strong partnerships with cities that want to be good, innovative stewards of their local and worldwide resources. We're here to help you move your city forward.

If you want to easily integrate the AWWA's best practices into your works, if you want to save your city revenue, and if you believe that your water is a precious resource, you owe it to yourself to give us a call. We're here to help.

We have three primary objectives when dealing with Water Loss Control:

1. Benchmarking Water Loss
2. Tracking Water Loss
3. Implementing AWWA Best Practices

If you work with us to implement our strategic water loss control processes, you will be doing your community a service. You will be working with the industry leader in water loss prevention AND doing your part of good stewardship.

I look forward to working with you and helping [city name] with its Water Loss Control and Revenue Recovery.

Give me a call today at: [phone]

I look forward to talking with you in-depth about how Cavanaugh can bring you into the future.

Sincerely,

[Name]

[ect]