

# Launch emails

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## Building Business Acumen®

Subject: <Company Name> wants to help you build your business acumen

We're excited to announce that on <Course Date>, you will be able to participate in the Building Business Acumen course, a learning solution designed to help you gain insights into the business strategy of <Company> and your impact on our money-making process.

Here are some of the outcomes we're aiming for:

- › **Learn to speak the language of business.**
- › **Better evaluate trade-offs between competing decisions.**
- › **Understand important data and financial statements.**
- › **Identify your impact on company objectives.**
- › **Make faster and bolder business decisions.**

Here are your instructions for signing up: <Instructions>.

Don't hesitate to let me know if you have any questions. I look forward to your feedback.

Best regards,

<Your Name>

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## Business IQ® for Sales Professionals

Subject: <Company Name> wants to help you build your business acumen

We're excited to announce that on <Course Date>, you will be able to participate in a Business IQ for Sales Professionals course, a learning solution designed to help you gain insights into the business strategy and money-making process of our clients. With financial acumen added to your toolkit, a customer's growth goals, strategy, market trends, and important KPIs can be interpreted and used to close more business.

Here are some of the outcomes we're aiming for:

- › **Learn to speak the language of business.**
- › **Make sound business cases for investment.**
- › **Understand important customer data and financial statements.**
- › **Identify business problems and quantify the impact of our solutions.**
- › **Help customers evaluate trade-offs between competing options.**

Here are your instructions for signing up: <Instructions>.

Don't hesitate to let me know if you have any questions. I look forward to your feedback.

Best regards,

<Your Name>

## Seeing the Big Picture®

Subject: <Company Name> wants to help you build your business acumen

We're excited to announce that you've been given access to **Seeing the Big Picture**, a learning solution designed to help you gain insights into the business strategy of <Company> and your impact on our money-making process.

Here are some of the outcomes we're aiming for:

- › **Learn to speak the language of business.**
- › **Better evaluate trade-offs between competing decisions.**
- › **Understand important data and financial statements.**
- › **Identify your impact on company objectives.**
- › **Make faster and bolder business decisions.**

Here are your instructions for signing up: <Instructions>.

Don't hesitate to let me know if you have any questions. I look forward to your feedback.

Best regards,

<Your Name>

## Quarterly Earnings Calls

Subject: <Company Name> wants to help you build your business acumen

We're excited to announce that on <Course Date>, you will be able to participate in a professional review of our latest quarterly earnings report, designed to help you gain an objective view of our company's financial health and learn a process for getting the most out of future quarterly reports.

Here are some of the outcomes we're aiming for:

- › **Learn to effectively listen to earnings calls.**
- › **Align your decisions with current executive priorities.**
- › **Understand important company data and financial statements.**
- › **Identify your impact on company objectives.**
- › **Make faster and bolder business decisions.**

Here are your instructions for signing up: <Instructions>.

Don't hesitate to let me know if you have any questions. I look forward to your feedback.

Best regards,

<Your Name>