

A complex sales process made elegantly simple

FedEx

Welcome | Plan Your Strategy | Reach New Markets | Find The Right Solutions

Andrew Block
Big Idea, Inc.
430 1st Ave. N.
Minneapolis, MN

Greetings!
As your FedEx account executive, I'm here to recommend the ideal solutions for your shipping needs. As I get to know you and your business better, I'll continue to send you information about services and resources that I think might benefit you. I look forward to working with you.

Sincerely,
Matt McCall
Sales Representative

International Shipping Solutions for Andrew Block
Provided by Matt McCall, FedEx account executive

I know you want to grow your business through international trade. FedEx can help.
These days, you need to be creative and agile to seize new opportunities around the world. I've pulled together some information about FedEx to help you do just that. And I've chosen just the pieces I think are pertinent to your business.

What You'll Find Here
Welcome to a gold mine of information about going global. Here you'll find a wide range of international resources, opportunities and services designed just for you. And it's presented in a variety of ways — leave-behinds, demos, video — so you can choose how you want to receive the information.

Why International?
It's amazing but true: 75 percent of the world's buying power is outside the U.S. If you're not engaged in international trade, you could be missing the boat. Developing a smart global strategy can help you: **Increase your sales and profits.** If your business is succeeding in the U.S., expanding overseas can improve your overall profitability and lower your per-unit fixed costs. It's all about your bottom line. **Enhance your security and competitiveness.** Expanding into international markets and spreading your risk over a wider customer base means your business will be less affected by fluctuations in the U.S. economy.

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Welcome | Pick the Right Service | Get Payment Information | Access Return Solutions

Andrew Block
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Minneapolis, MN

Greetings!
I really enjoyed our recent meeting. Based on what I know about your business, I think you'll find the following information helpful in meeting your shipping needs. If you have any questions about it, please feel free to contact me.

Sincerely,
Matt McCall
Sales Representative

FedEx Ground Shipping Solutions for Andrew Block
Provided by Matt McCall, FedEx account executive

Find out how FedEx Ground can help you make the most of your time and money.
When you need reliable, cost-effective, day-definite options for your business and residential shipments, think FedEx Ground®. It's faster to more locations than UPS Ground.

What You'll Find Here
I know you're looking for great service, reliability, competitive pricing and above-and-beyond. That's why I've assembled this wide range of service information, resources and tools about FedEx Ground. And it's presented in a variety of ways — into sheets, links, videos — so you can choose how you want to receive and interact with the information.

Why FedEx Ground?
Because, if you're looking for ways to help your business run leaner and more efficiently, FedEx Ground offers some great choices. **FedEx Ground for business delivers.** Get day-definite delivery to every U.S. business address in 1 to 3 business days in the contiguous U.S. **FedEx Home Delivery for residential deliveries.** Get day-definite delivery to every U.S. residential address in 1 to 5 business days in the contiguous U.S. **FedEx OnePost for low-weight residential deliveries.** Get delivery in 2 to 8 business days in the contiguous U.S.

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Challenge: FedEx Sales needed a tool that would allow its salespeople to deliver more relevant, interactive and personalized product information to customers via email. The tool would allow salespeople to sort, find and send content to customers in a way that was elegantly simple.

Solution: We developed and launched I-Folio, an online solution that enables FedEx Sales to quickly and easily email customers with an attractive, scannable, and highly personalized solutions portfolio. Because I-Folio incorporates different types of media — demos, videos, leave-behinds, user guides — it allows customers to choose how they want to receive information.

Results: In the year since the product launched, metrics revealed that FedEx salespeople were completing and delivering I-Folios at increasingly high rates. On the customer side, the open and click-through rates of the I-Folio emails trended above the industry average.