

## James Denning – Direct Email Marketing

I wrote a series of emails pitching a client's accounts payable services to lists of contacts in various industries, including restaurant and hospitality companies. These letters included links to a new sales tool, the ROI Calculator, which I helped design, and a white paper that I wrote.

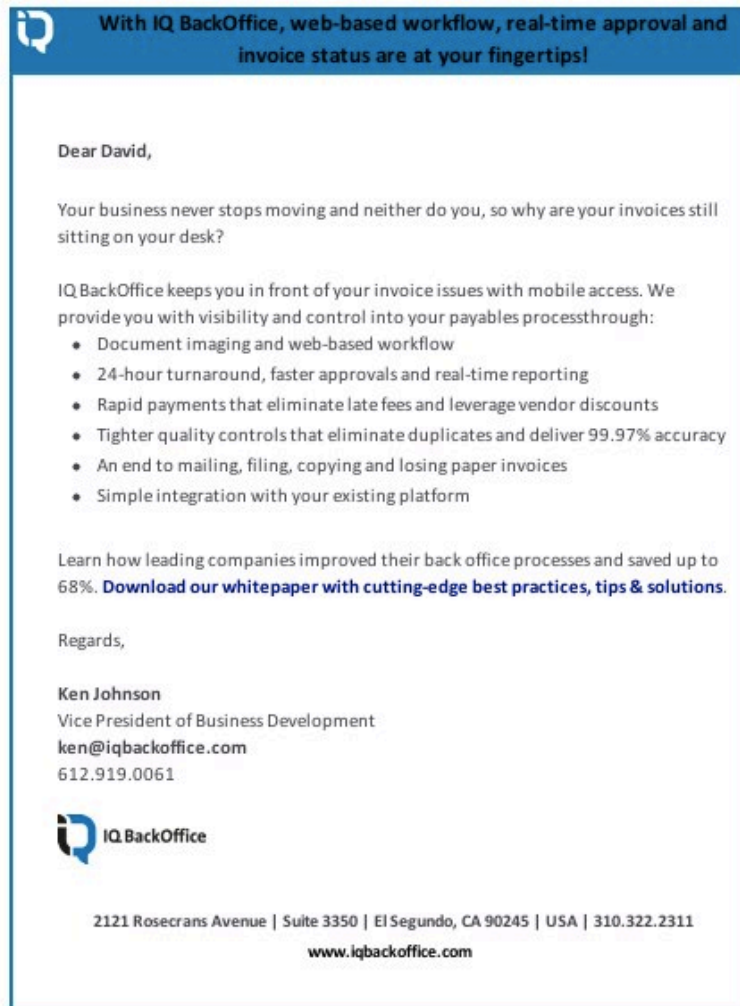
On the ROI Calculator page, users can enter the number of invoices they process each month, and the number of staff used to process them, and then see an estimate of the savings the client can provide.

Sample emails are shown below, followed by a screen shot of the ROI Calculator.

### **Sample Emails**


Are your invoices available on your smartphone?

Having trouble viewing this email? [Click here](#)



Want to power through your invoice matching and quality control issues?

Having trouble viewing this email? [Click here](#)



## Turn Your A/P Process into a Well-Oiled Machine with IQ BackOffice

Dear James,

If invoice matching and quality control issues make your Accounts Payable engine sputter, let IQ BackOffice retool your solution to:


- Resolve purchase order / invoice matching within 24 hours
- Automate duplicate recognition and resolution
- Eliminate inefficiencies and errors
- Deliver 99.97% accuracy
- Reduce late payment fees
- Build-in best practices
- Automate adherence to your business rules

Put your A/P processes into high gear! Learn how our procure-to-pay solution will improve your quality control processes while reducing costs:

- [Click here to open our Return on Investment calculator.](#)

Regards,

**Ken Johnson**  
Vice President of Business Development  
[ken@iqbackoffice.com](mailto:ken@iqbackoffice.com)  
612.919.0061



**IQ BackOffice**

2121 Rosecrans Avenue | Suite 3350 | El Segundo, CA 90245 | USA  
| 310.322.2311  
[www.iqbackoffice.com](http://www.iqbackoffice.com)

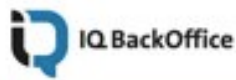
[Forward this email](#)

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'Back of the house' should mean your food, not your invoices

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**Focus on Your Cooks,  
Not Your Books.  
Get Down to Business with  
IQ BackOffice.**

Dear David,

Are you looking for a suite of back office solutions that frees you up to focus on your menu, and helps automate your Accounts Payable processing? Would you want it to **integrate with your current financial systems, improve quality, and allow you to operate with less cost & effort?** IQ BackOffice is the solution that restaurant innovators use to run their growing businesses.

Our clients wanted restaurant back office technology systems & services that were **easy to implement, access and utilize as they expand.** We've delivered.

IQ BackOffice can leverage your existing accounting and back of house systems to ensure capture of all discounts and credits due. We can even re-engineer processes so the A/P function is streamlined.

Join our industry-leading restaurant clients who have achieved cost savings of up to **68%**. So, why stick with the status quo when you can run your rapidly expanding restaurant enterprise with less effort & greater profitability?

**Turn your accounting costs into real savings...**

[Find out how\\*](#)

Estimate your Savings with our ROI Calculator

Visit our Website

Schedule your Free Demo

**Questions?**

Contact:  
**Ken Johnson**  
Vice President of Sales

[ken@iqbackoffice.com](mailto:ken@iqbackoffice.com)  
612-919-0061

[IQ BackOffice, Inc.](#) | 2121 Rosecrans Avenue, Suite 3350 | El Segundo, CA 90245 | USA | 310.322.2311

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Printed Email from Constant Contact  
By a 2012 Today

You didn't get into the restaurant business because you love paying bills

Having trouble viewing this email? [Click here](#)

**Taste a sample of your potential Accounts Payable savings  
with our ROI calculator**

Dear David,

When you're in the restaurant business, pleasing your guests should be the only thing on your plate, not managing your invoices.

IQ BackOffice offers document imaging, web-based Accounts Payable and full-service Accounting Solutions. As our clients can attest, these solutions can help you reduce errors, implement stronger controls and benefit from real-time reporting, even as they cut your costs by up to 60%.

The links to the right provide information on how we process millions of transactions each year, as well as a **calculator for estimating your savings on each invoice**. Let's talk soon about how IQ BackOffice can help you do more, and how we can help make 2012 a more profitable and productive new year.

Warm regards,

Ken Johnson  
Vice President of Sales  
ken@iqbackoffice.com  
612-919-0061

IQ BackOffice | 2121 Rosecrans Ave. | Suite 3350 | El Segundo, CA 90245

**IQ BACKOFFICE**  
So you can do more.

✉ Join Our Mailing List

✉ Send to a Colleague



**Estimate Your Savings  
with our ROI Calculator**

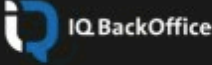
[Restaurant Accounting Solutions Summary](#)  
[Restaurant Case Study](#)  
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## ROI Calculator

SERVICES SOLUTIONS RESOURCES ABOUT US

### ROI Calculator

Calculate your potential savings

IQ BackOffice offers measurable savings over processing your accounts payable invoices in-house.

Enter your data in the fields below to see what IQ BackOffice can save you. For a detailed analysis of your costs and savings, enter your contact information at the bottom of the page and click Calculate my Savings.

How many accounts payable invoices does your organization process each year? \*

How many FTEs are on your accounts payable team? \*

A Full Time Equivalent (FTE) is a measure of hours worked divided by the 40 hours in a full time schedule. If your accounts payable department requires a total of 220 hours per week from all employees involved in the process then your accounts payable team has 5.5 FTEs.

What is the total compensation for your accounts payable team, including taxes and benefits? \*

  
(in USD, enter numerals only)  

What are your overhead costs (typically 20% of total compensation)? \*

  
(in USD, enter numerals only)  

This includes IT support, facilities, administration, record keeping and storage, recruiting, training, temporary staffing and accounts payable external audit fees.


Name: \*

Company: \*

Job Title: \*

Email Address: \*

Phone Number: \*



#### Why IQ BackOffice?

Save up to 68% by switching to IQ BackOffice.

 IQ BackOffice, Inc.  
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El Segundo, California 90245  
USA  
310.322.2311

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