

Proof of value email template

In an age where multiple SaaS companies are competing for customers' attention, how do you set yourself apart? The answer is in how you differentiate the value of your product in an overcrowded market.

By providing your customers with resources that target specific pain points, you're positioning your brand as a problem solver, which will do wonders for establishing a foundation of trust with prospects.

Alternatively, you can leverage customer testimonials. Prospects want proof that your organization can actually benefit their lives in a tangible way, and a customer testimonial is a superb avenue for providing that.

Example #1: Proof of value through resources

Hey [first name],

Struggles with [pain point], getting you down?

From our extensive industry research, we know that [relevant topic] is a major hurdle for SaaS companies right now, so I thought I'd share these essential resources with you to help you get to scaling fast.

These two have proven to be especially useful:

[Resource #1]
[Resource #2]

Can't wait to hear your thoughts on this. Let me know what you think.

Happy to help,

[Your name]

Example # 2: proof of value through testimonials

Hi [first name],

[Obstacle] giving you a headache?

Well, guess what. It can be overcome. And we have an inspiring story to prove it!

Check out how our [client name], [testimonial name], was able to smash their [results/obstacle] by [strategy].

All in [time frame]!

Don't miss our [testimonial name]'s account and gain insights on how [he/she/they] were able to get back on track through this essential solution:

[Outcome]

[Strategy]

Did it without [old method]

We just couldn't resist sharing. Let us know how it worked for you!

Thanks,

[Your name]
