

Sample B2B 5-Email Lead-Gen Nurture Sequence

Email 1: Welcome & Resource Delivery

Subject: Your Forklift Safety Guide Is Inside

Hi John,

Thanks for downloading our Forklift Safety Guide! At ACME Fork Lifts, we know that safety, efficiency, and operator comfort are top priorities in your facility.

Over the next few days, I'll share best practices and insights on how modern forklifts, equipped with advanced safety features like overhead guards, speed limiters, backup alarms, and ergonomic controls, can make a real difference in your operation.

If you have any immediate questions or want advice specific to your facility, just reply to this email. I'm here to help!

Best regards,
Zach Black - Sales Rep.
Phone: 987-654-321
ACME Fork Lifts

P.S. Did you know? Facilities using updated forklift safety systems report up to 70% fewer workplace incidents. Stay tuned for more tips coming soon!

Email 2: Highlight Safety Innovations

Subject: How Advanced Forklift Features Reduce Accidents

Hi John,

Did you know that most workplace injuries involving forklifts can be prevented by leveraging the right technology?

Our forklifts come equipped with:
- Overhead Guards & Load Backrests

- Operator Restraint Systems & Seat Belts
- Speed Limiters & Stability Control Systems

These features work together to minimize risk and keep your team safe while boosting productivity. In fact, companies using our solutions have seen a significant reduction in incident rates.

Would you like to see these safety innovations in action? Stay tuned, or book a quick demo here [\[demo link goes here\]](#).

Safe lifting,
Zach Black - Sales Rep.
Phone: 987-654-321
ACME Fork Lifts

P.S. Even small upgrades like speed limiters and backup alarms can dramatically reduce costly accidents—ask us how!

Email 3: Focus on Productivity & Ergonomics

_Subject: _ Boost Efficiency Without Compromising Operator Comfort

Hi John,

Safety is essential, but so is keeping your team productive and comfortable.

Our forklifts feature:

- Intuitive ergonomic controls
- Clear display panels for quick decision-making
- Easy maintenance access points

Operators love the reduced fatigue and improved visibility. Managers appreciate fewer errors and smoother workflows.

Want to learn how this could look in your facility? Let's schedule a personalized demonstration: [\[demo link goes here\]](#).

Best Regards,
Zach - Sales Rep.
Phone: 987-654-321
ACME Fork Lifts

P.S. Quick fact: Facilities that prioritize ergonomics see an average of 25% improvement in operator performance, let's help you achieve similar results!

Email 4: Social Proof / Case Study

Subject: See How "Similar Manufacturing Company" Improved Operations With Our Forklifts

Hi John,

Don't just take our word for it, see what other leading facilities are experiencing!

[Similar Company/Industry Peer] recently upgraded their fleet with our forklifts. Result? A 30% drop in downtime due to accidents and maintenance issues, and happier operators across all shifts.

Their operations director said: "The difference was clear within weeks. Our team feels safer, works faster, and morale is up."

Curious if similar results are possible for you? Book a no-obligation demo today: [\[demo link goes here\]](#).

Regards,
Zach - Sales Rep.
Phone: 987-654-321
ACME Fork Lifts

P.S. We're happy to connect you with peers who've transformed their operations, just reply if you'd like an introduction or more details!

Email 5: Direct Call-to-Action / Urgency

Subject: Last Chance: Secure Your Personalized Forklift Demo This Month

Hi John,

We'd love to show you how our latest forklift models can address your unique operational challenges. Our calendar fills up quickly, but there's still time this month to reserve a personalized demo slot.

See firsthand how enhanced safety systems, ergonomic design, and smart controls can transform daily operations at your facility.

Book your spot now before schedules fill up: [\[demo link goes here\]](#).

Looking forward to connecting!

Zach Black - Sales Rep.

Phone: 987-654-321

ACME Fork Lifts