



INTRODUCTION EMAIL

Dear Tom:

While you evaluate your 2014 business goals, I would like to help you optimize your energy plan as your dedicated energy partner.

TXU Energy's differentiator is simple: **use less, save more**. We believe the cheapest kWh is the one you never use. Based on this philosophy, we have developed market-leading plans, products and services to customize an energy-saving program for your business.

I would like to introduce myself and discuss your energy needs during the next few weeks. When [can we](#) meet for 15 to 30 minutes? I look forward to [speaking](#) with you [soon](#).

Your energy partner,

Mary Clark
Sales Executive
TXU Energy
555-555-5555
mary.clark@txu.com

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