**BASHO LETTER COPY**

Dear <insert name>:

*<DDA to start email to get customer’s attention by inserting the customer’s* own quotes, KPI’s, etc. based on prior research. See BASHO letter examples here: <https://jam4.sapjam.com/groups/1Rz93MtlmrRz47z8RuFapW/documents/pGUGUcrtoUe3pH10vtX17t/slide_viewer>>

Given your recent review of *What’s the Difference*—an infographic that outlined eight differences between SAP Business ByDesign and other cloud ERP providers, I wanted to follow-up with you and share a few more details on SAP Business ByDesign (see the attachment).

Who is the best person in leadership I can speak with to learn more about the challenges your business is facing, and perhaps how we can help?

Kind regards,

<DDA SIGNATURE>