



Springwise Access Only



Subject: Demo campaign

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Hi Alex,

I'd love to learn more about your volunteer work for Success Through Education Mentoring. Sounds like a great cause.

My name is Will and I'm the CEO and co-founder of Nova. I help sales teams use data science to drive 300% more qualified pipeline.

I am messaging because, as part of our launch, we're inviting a few select partners for early access to Nova (Databricks is one).

The product we're launching helps salespeople by automating the arduous task of personalizing emails. Having worked as a salesperson myself, I know that salespeople spend literally hours a day just personalizing content for different prospective customers. It is a trade-off all companies face -- quality versus quantity of outreach. If you're feeling this pain I think you'll be interested in Nova.

Please let me know how I can get 15 minutes on your calendar.

Thank you in advance,  
Will



Alex Ponce

Customer Engagement,  
Databricks

PERSONALIZE

ABOUT

COMPANY



Recent company change



Volunteering

Professional/Casual

Professional/Formal

Warm/Thoughtful

Interested/Inquisitive

Excited/Bubbly

Complimentary



Choose a tone

Title

Organization

Success Through Education

Cause

Education

Date

October 2010



Organization/club target is part of

Innovation &gt; Work &amp; Lifestyle &gt; Platform creates personalized intros for every sales email

## PLATFORM CREATES PERSONALIZED INTROS FOR EVERY SALES EMAIL



WORK &amp; LIFESTYLE

**Nova is a subscription service that writes customized introductions to every client email, so all the sales team has to do is review it.**

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