**Elimination of Orders by the Pound**

Suggested Language

**Attachments:**

A complete list of your customers who’ve ordered Tubing or Sheeting by the Pound over the past 12 months – including customer names and numbers, details and dates of orders.

**Background:**

There was a time when we only offered tubing and sheeting priced by the pound. Ten years ago – in response to customer demand – we began offering custom tubing and sheeting pricing by the roll. Today, tubing and sheeting priced by the pound makes up less than 1/10th of 1% of all orders.

Here are a few things you should know:

* Laddawn 2.0 will have no ability to price tubing or sheeting by the pound.
* You can still quote and order products – but they must be ordered as tubing or sheeting by the roll.
* Laddawn 2.0 will not recognize past quotes sold by the pound.
* Laddawn 2.0 will not recognize past orders sold by the pound.
* The weight of the roll can be found on the product label (+/- 4%).
* To make certain that a customer who’s ordered by the pound receives the same product by the roll enter the same dimensions – just be sure to select “full gauge”.

**The Conversation:**

*“You are one of the very few people who have ordered tubing or sheeting by the pound.”*

*“In fact, less than 0.1% of all orders we receive are by the pound.”*

*“I’m calling to let you know that effective January 22nd, pricing and ordering by the pound will no longer be available.”*

*“This should be painless for you.”*

*“When you ordering by the pound, the system defaulted to full-gauge. So, when you order by the roll, just remember to select full gauge.”*

*“I, or anyone in our Customer Experience Department, will be happy to help. Just give us a call or click iChat online.”*