

SALES LETTER OF INTRODUCTION

- Paragraph 1a: Get the reader's attention. Begin with a bang! (Your credentials are a bang but keep them in the active voice to enforce immediacy). No extra words. (*Hello, allow me to introduce myself...*)
- Paragraph 2: Create an interest in what you're selling with a strong sales message (we created your strong central sales message with your positioning statement—you could rephrase it but don't go over their heads technically).
- Paragraph 3: Convince the reader that you will provide significant ROI (we did this with your value proposition—you could rephrase it, but don't go over their heads technically). Customers want to know why they should buy from you; not what your services can do, but what your services can do for them.
- Paragraph 1b: Talk about your staff in more detail if you want—we cut that from the brochure. They're part of your bang.
- Paragraph 4: In the final paragraph, make a strong call to action as a next step, ie, ask for the opportunity to present your business in person in a meeting, a PPT lunch, whatever. "You'll be happy to make yourself available at their earliest convenience."
- Fit this all one page!

Tone of the letter

- Polite, respectful, easy to read. This is not the place for technical detail. Avoid jargon or concepts that make it difficult for readers to quickly grasp your message. Keep paragraphs short.
- It is, however, the place to make a strong pitch about Protepo's position and value, and an even stronger place to ask for the opportunity to present your business.
- Describe everything in terms of benefits to the customer. You know the expression WIIFM? That's what they are interested in.
- If your price sheet can be a simple table, you might want to put it in here. It will make the letter even more powerful.

On another note: giveaways

- Is there a special offer you want to make?
- Other companies give things away. Golf balls, key chains, pens, but who really cares about these things? I was wondering if at some point you want to give away little jigsaw puzzles with Protepo's logo on them—symbolic of the way you make things all fit together. Just some simple little thing with your logo on it. Would be unique. Couldn't be more than a few cents apiece.
- Barring that, the regular e-newsletter is one of the best e-marketing tools available, as I've mentioned.