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Name,

I am writing to you, **Coworker 1, Coworker 2, and Coworker 3** to find out the most appropriate people to discuss your strategies for (mention desired outcome or results).

We have been working with **Competitor Company** recently and they have been able to (mention problems they solved or achievements they have had). These improvements will generate an additional \$xxx million in revenue for them/reduce their annual costs by over \$xxx,xxx.

After doing some research on (your company), I understand that there is an initiative to _____. I believe our process can help you achieve this, and also (*mention ancillary benefits and results*).

Typically, we find that any hesitations to explore new in this arena because of (mention potential objections or concerns). Our process is different because _____. After researching your company, we have identified 3 areas that we could immediately begin to impact:

- **Improve, reduce, eliminate, create, accelerate, grow, achieve....**
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Name, I imagine you are already making headway in achieving some of these initiatives. I also realize that you are very busy. At this point, all I'm asking for is an opportunity for a **brief** telephone conversation to learn more about your vision, and see how we can help. I will plan to call you on Thursday, January 17, at 4:30. If you will not be in, please inform (your assistant) of a better time for me to call.

Thank you for your time.

Sincerely,
Jake Atwood
Ovation Sales Group
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PS: While I can't reveal specifics about what (competitor company's) situation, I'd be happy to explain how they implemented the solution.