

Prospects Name and Title
Prospect's Company
Address
Address
City, State Zip

Dear [name]:

Are you interested in lowering your cost per hire? The few minutes you invest in reading this letter can reap thousands of dollars in saved time, expenses and business efficiency if you currently use, or have a foreseeable need for, an executive search firm.

Recruiting incurs ***hidden costs many companies do not factor into their search for qualified executives.*** For example, what is your interview-to-offer ratio? Has your preferred candidate ever turned down your offer? How long did each position remain unfilled? What happened to your company's ability to follow its business plan while these positions were open?

Keep these questions in mind while looking at your numbers from the past year or so. Now, are your recruiting expenses higher than you initially thought?

SkillTech Employment, Executive Search Division, takes into consideration these and other problems inherent to recruiting. We've addressed—and cured—these types of issues for our existing clients, and I am confident we can successfully manage yours as well. If you'll give me just one-half hour of your time, ***I guarantee you will discover better ways to manage your recruiting process.*** You'll either challenge your existing agency to provide services comparable to SkillTech, or you'll choose to retain us.

I am confident in our ability to fill your firm's open positions with the ***absolute best candidates available***, and at a lower cost than you might expect. I'll call within the next few days to schedule a few minutes of your

time so I can show you why our process is so successful. Once you're acquainted with SkillTech, I guarantee you'll be just as confident as I am in our ability to get your job done—effectively, expediently, and at a lower cost.

Guaranteed.

Sincerely,

[name]

Account Manager, Executive Search Division

p.s. This is a “no strings attached” offer. Let me show you what sets SkillTech Executive Search apart from our competitors, and how you can lower your recruiting costs. ***Guaranteed***. Get started right now by calling me at 1-800-801-2816.