

Anatomy Of A Prospecting Letter



33% Of All Business Owners Are Frustrated With Their Retirement Plan Provider!

A headline is needed to get the attention of the reader. This headline hits 1 of the 8 issues people have: Customer Service.

Thursday, December 01, 2005

[[Contact:26]]
[[Title:46]]
[[Company:25]]
[[Address 1:27]]
[[City:30]], [[State:31]] [[Zip:32]]

RE: Upgrading Your Retirement Plan Provider Just Got Easier.

This sub-headline validates the headline with a logical supporting statement.

Dear [[First Name:78]]:

That's right! A recent survey indicated 33% of all business owners who have an employee retirement program are frustrated with their provider because of poor customer service. At _____, we pride ourselves with providing our clients with industry leading customer service solutions.

The Moment You Talk With Us, You'll Realize How Committed We Are To Both You And Your Employees.

This gives the speed reader the ability to connect with your message.

(Your company name) takes its customer service commitment to a level well beyond the typical financial advisor. In fact, out of the hundreds in the area you can select, we're one of the few, if not the only one who gives you a three-part service commitment. They are:

#1: Your Phone Calls Are Immediately Returned: Whenever you call us, we'll make sure we get back to you immediately.

Bullet 3 key issues of customer service so the reader can relate.

#2: We Follow-up With Your Employees: Our goal is to have your employees be an active part of your retirement plan. This will only happen if they get properly educated.

#3: Problems Get Resolved In A Timely Manner: Sure, issues and questions always come up in a relationship but they don't have to be "problems". That's why our proactive customer service team gets to the root cause before it becomes a problem.

Close the letter with a low risk offer that gives the now buyers and future buyers the ability to move farther down the sales cycle.

At _____, we know you're running a business, not trying to figure out how an employee retirement plan works. Please call _____ or fax us at the number below for your **free Retirement Plan Analysis** study. The study will show ways to maximize the benefits of your plan.

Continued Success,

Name/title

FREE Retirement Plan Analysis Study

We are offering your business a **FREE Retirement Plan Analysis Study** so you can determine where your retirement plan is ranked, possible alternatives, potential cost savings, various investment options. To receive your free study, fax this page back to us today.

Fax to: (XXX) XXX-XXXX
For Faster Service Call: (xxx) xxx-xxxx

Do not send a letter out without a box at the end of the letter. It's a valuable "call to action".