

Opportunity is *Still* Knocking...

Dear []:

What opportunity?

The opportunity to get two great benefits for the price of none!

My name is [name deleted]. I'm a 3rd party logistics freight broker representing Econofast Shipping Solutions. I recently sent you a letter in which I explained that I could not only make your job easier, but also save your company money.

Since then, nothing has changed. Those two wonderful benefits are still available to you. They can be yours simply by allowing me to handle your shipping arrangements for you. I'll save your company money, and I'll save *you* the hassle and headaches of spending untold hours on the phone shopping for the best routes and rates.

As my recent letter pointed out...

- ***You can benefit from my massive buying power.*** Econofast manages over \$27-million each year in transportation, logistics and warehousing activities, including freight brokering. Doing such a huge volume of business gets us incredible volume discounts that small and mid-sized companies wouldn't normally be able to get on their own. To give you more of a competitive edge, we then re-sell our extra low rates to you.
- ***My connections become your connections.*** I know all the carriers, what's going on in the lanes, and I leverage that valuable knowledge and our purchasing power to find you shipping rates you might not otherwise get, and carriers you might not otherwise find. My connections can help you break into new territories and pursue new avenues of revenue.
- ***Buying through me beats buying direct.*** Cutting out the middleman (me) means cutting into your profit potential. Econofast will have many more carrier options to choose from for the same shipment on the same lane with many more service, transit time and rate options than would be available if you buy direct.
- ***I work for your benefit, not the carrier's.*** I don't favor any one carrier, I favor the best deal I can get for you. Because I offer virtually all the carriers available — over 350 — there's no chance I could be working in anyone's best interest but yours.

Since I haven't heard from you yet, I'm guessing you're a bit skeptical. And I can understand that. After all, stating that I can save your company money *and* make your job easier is quite a claim. But I do exactly that every single day for hundreds of satisfied customers just like you.

It's not often that opportunity stands knocking at the door so patiently for so long. Why not open the door just a crack and at least take a peek at this opportunity? Simply give me a call at xxx-xxx-xxxx and let me prove to you what a wonderful opportunity this is. I know you'll be glad you did.

Sincerely,

[name deleted]

P.S. Got a shipment going out today? Why not go to www.smartshipping.com and get an instant online rate quote? With just a few clicks of the mouse, you'll be able to see how much I can save you. It's free, and requires no commitment.