

I Know Something About You and [company name] that we Need to Talk About.

Dear [name],

No, it's not a dirty little secret. But it *is* something that you don't know about.

Let's be frank. These are tough times in the [] industry. Many companies are struggling. *Your* company may be struggling. And as the chief decision maker for [company or department name], you bear the burden squarely upon your shoulders for seeing your [company or department] through these troubled times. That's what we need to talk about. There's something you can do today to improve [company name]'s bottom line, increase profits, and boost customer satisfaction.

And all you have to do is simply take a walk down the hall.

It's About Shipping

Not a sexy topic, I know. But consider the following:

- Did you know that Alberta companies spent approximately \$23 Billion on shipping costs in 2008? Whatever [company name]'s share of that \$23 Billion was, I'm sure it was a sizable sum – which, of course, came directly out of profits.
- Did you know that about 3.5% of LTL shipments are misrouted, resulting in extra costs, headaches, and the erosion of customer goodwill? (And it's been estimated that on average, the time and productivity costs of handling just one misrouted shipment are roughly the equivalent of the resources required to generate 2 new sales.)

How I can Help

My name is [name deleted], and I represent Econofast Shipping Systems. A third party logistics consulting company, Econofast has been helping companies reduce shipping costs for many years.

As a result of our insider expertise and buying power, we'll get you the best rates and routes for every single shipment your company makes.

What's the bottom line?

Econofast has been known to save companies as much as 70% in shipping costs. But for real-world, day-to-day operations, I'm quite comfortable in making the following commitment: I'll save you 10% - 30% on at least 70% of your shipments.

Do the arithmetic of applying those kinds of savings against [company name]'s share of that \$23 Billion. Look interesting?

It's up to You

Here's where that walk down the hall comes in. If you'll take this mailing to the person responsible for [company name]'s shipping, he or she will have all the details and information necessary to get started with Econofast.

[company name]'s shipping costs will be reduced, efficiency will be increased, and the headaches and expenses of shipping mishaps will be decreased. And [company name] will become a stronger competitor in the [] industry.

It may be the most profitable walk you've ever taken.

Sincerely,

[name deleted]

P.S. Be sure to take advantage of the gift in the sealed envelope. It will set the tone for our relationship by instantly saving your company money!