

Cold Call Letter

Dear Mr. Conrad:

I've noted in the business press that Acme is having a tough time attracting and retaining talent while trying to hold the line on compensation and benefits. Given the added competition of two major new manufacturing entities within 60 miles, this pressure will undoubtedly increase.

We've specialized in new-hire attraction, retention, evaluation, and development for such firms as Boeing, 3M, Ford, and Exxon. In very brief time frames we:

- Create an allure for your firm in nonmonetary inducements.
- Create a strategy to spread the word, including graduate schools.
- Involve your own employees in recruiting new hires.
- Gain national press coverage positioning you as an employer of choice.

I've enclosed our press kit, which includes references, testimonials, case studies, and our very popular position paper, "Ten Techniques to Immediately Assess Hiring Practices."

I'll call you Friday at 10 a.m. to explore further interest. For your scheduling, I'll be seeing clients within a few minutes of your headquarters on both the 17th and 30th of this month. If you're unavailable on Friday morning, any of the contact points on this letterhead can be used to set up a different time to talk.

Thanks in advance for your consideration. I'm looking forward to meeting you, and I'm confident that we can be of significant assistance in the very short term.

Sincerely,

Alan Weiss
President
Enc.