

## CONSULTING SERVICES INTRODUCTION LETTER

[DATE]

Mr. John Smith

[POSITION]

[ORGANISATION]

Dear John

**Increase the profitability of your [INDUSTRY] business and exit with a good price**

I would like to speak with you about we could help you achieve your company's sales and profitability targets, and to regain a feeling of control in the future success of your business.

As the owner of [YOUR ORGANISATION], I work with Business Owners, like yourself to achieve the following:

1. **Increase company sales** through [demonstrate how you will achieve]
2. **Maximise profits** by [demonstrate how you will achieve]
3. **Better tools** to manage your business; and [insert more]
4. **A strategic plan** to help you achieve [insert your objectives].

[INSERT 1-2 SENTENCES OUTLINING YOUR BACKGROUND WHICH QUALIFIES YOU TO PROVIDE SERVICES YOU ARE TRYING TO SELL]

I would like to drop in for 20 mins to share some examples of organisations similar to [ORGANISATION] that have been able to fast track their exit plans and goals.

I will contact your shortly to schedule a time.

Regards

[INSERT SCANNED SIGNATURE]

[YOUR NAME]

[INSERT COMPANY AND CONTACT DETAILS]