

YOUR LETTERHEAD

September 30, 1999

Joe Prospect
Manufacturing Company
123 Main St.
Anytown, USA 00000

Dear Mr. Prospect:

A few days ago, I wrote to you about your company's vendor reduction program. I explained how [company name]'s fluid sealing expertise and services can make your plant safer, cleaner, more efficient, and more profitable. I'd like to give you an example of how we can actually help.

Let's say one of the seals in your plant fails? You'll be forced to shut down operations until the leak is stopped, the seal is replaced or repaired, and any mess is cleaned up. And if it's hazardous material that's leaked, you may even have to evacuate the plant. Who knows how many hours, or even shifts, this will take. The only sure thing is that downtime like this is ridiculously expensive.

You can avoid such a financial disaster by partnering with a fluid sealing specialist. As a member of the Independent Sealing Distributors association, [company name] has the experience, knowledge, and product selection to equip your plant with the perfect fluid sealing devices from the start. That's because we have access to the newest technologies, latest design changes, and up-to-the-minute manufacturing specs. If for some reason one of our seals should fail, we can respond quickly with expert emergency technical service to minimize any downtime. We can also help you avoid potential government imposed fines, as we are well-educated in what it takes to satisfy the latest OSHA and EPA regulations.

In the long run, our expertise can save you big bucks.

I'd love to sit down with you to review in detail how a specialist like [company name] can save you time and money. I'll be calling shortly to arrange a meeting time convenient for you. Or, if you're in a hurry to hear our story, give me a call at 000-000-0000.

Sincerely,