To whom it may concern,

As you may already know, Bob Anybody is already a valued strategic distribution partner for our patent-pending Quad Brands – ErectaStep®, PerfectaStep®, RollaStep® and YellowGate®; all manufactured in the USA. However, to date we have not yet worked with you and therein lies the reason you are receiving this special package. We would like you to join our team alongside others from Your Company already contributing to our mutual success.

Please spend a few minutes reviewing the package contents and learning about how ErectaStep® can help you make money while providing the best safety solutions for your customers. Then put together your ErectaStep® miniature crossover platform, take a picture of it with your business card and email it to jluquire@erectastep.com. We will draw three winners for iPads pre-loaded with our proprietary Configurator app software from those that attend training and submitting their first Purchase Order.

If you’d like to learn even more, call me in your Andrew’s office to discuss his successes, or give your ErectaStep® Territory Sales Manager, Steven Someonelse a call with any questions and/or to schedule an appointment.

We look forward to you partnering with us!

Sincerely,

Name Here

Territory Sales Manager

123.456.7890

P.S. Expect an email from Jason and Dan in the coming days. Shortly thereafter, I will call to review our offering and schedule a visit to your office. If you prefer to chat sooner, we welcome those calls and/or go-to-meeting demos.

We did our best to insure all sales professionals at Your Company received a package. If we’ve missed anyone, please let us know and we’ll get a package out to them immediately.