

(Date)

(First Name) (Last Name)
(Company)
(Address)
(City), (ST) (ZIP)

Dear (First Name):

I'm in the process of recruiting a new salesperson for (Printing Company), and it occurred to me that you might know someone who would be interested in the position. I think this is a very exciting opportunity, and it could well be win-win situation for (Printing Company) and for someone you know. To help you to determine if you might in fact know someone who would be well suited to the job, I thought I'd show you this profile which we've developed:

The ideal candidate is probably a person between the ages of XX-XX, possessing most or all of the following attributes. (Please note that the age range is not meant to be discriminatory, but rather, it comes from printing industry research which suggests this age range as the most likely place to find someone who has the experience we're looking for, the growth potential we're looking for, and compensation needs/expectations that match up with both the short-term and long-term earnings potential of this position.) Here are the attributes:

- projecting self-confidence and possessing an obvious native intelligence
- being an excellent communicator; strong verbal and written communication skills
- possessing strong basic math skills
- being well-organized and having a "problem solving" orientation
- being poised and businesslike in terms of dress and physical appearance

We don't require a college degree, but would consider one a plus. We don't require specific printing/graphic arts experience, but would consider that a major plus. We do require X years of sales experience, and evidence of solid sales achievement. Our compensation plan includes a combination of base salary, commission, bonus opportunities and benefits, and a solid first year performance should generate a minimum of \$XX,XXX in earnings. The longer-term earnings potential is considerably higher. There are many six-figure earners in the printing industry, and our equipment and capabilities would definitely support getting to the level in 4-6 years.

(First Name), if you know someone who fits this profile, please let me know. Alternately, please feel free to pass one of the enclosed business cards along to any suitable candidate whom you think might be interested. Like I said earlier, I think this could be a "win-win" situation, and it would make me happy if we can do something good for a friend or relative or neighbor or acquaintance of yours.

Sincerely,

(Your Name)