

[MMMMMM DD, YYYY]

[Mr. Martin Cardin]
[Bozell Incorporated]
[4554 International Way]
[Commerce, WA 90009]

Dear [Mr. Cardin]:

Thank you again for the opportunity to discuss your printing requirements. I appreciate your candor during our discussions. You've made it clear that you are not "unhappy" with your current printer; that they've generally given you what you've expected in terms of quality, service, reliability, pricing, etc.

I'd like to ask you to indulge me for a moment, though, and give some thought to exactly how happy you are with that supplier. Please consider the following criteria and award points as I've indicated.

Quality (20 points maximum)	_____
On-Time Delivery (20 points maximum)	_____
Price (20 points maximum)	_____
General Ease-Of-Doing-Business (20 points maximum)	_____
Innovation/Providing New Ideas Or New Ways Of Doing Things (20 points maximum)	_____
Total	_____

If an honest evaluation delivers a score of 90 points or less, don't you owe it to yourself and your company to take a more in-depth look at Corporate Printing?

I have no doubt that your current printer is competent and does quality work, but the question is can you get more value from Corporate Printing for relatively the same cost?

I think you can, and I'd like the opportunity to give you that in-depth look via a tour of our facilities. Not only will you see our physical plant, but you will meet the most important part of Corporate Printing—our staff. My objective is to show you there is much more to Corporate Printing than numbers on a quote sheet.

[Mr. Cardin], I hope you will seriously consider this invitation. I'll be calling you within a couple of days to follow up. And whatever your final decision, I do appreciate your interest Corporate Printing!

Best regards,

[Your Name]