Name

Address

City, State, Zip

Dear Mr. / Mrs. \_\_\_\_\_\_\_\_,

My name is (XXXXX) and I work for (COMPANY NAME) Commercial Services in the (MARKET NAME). (NAME) has been designing, installing and servicing your mechanical systems since (DATE) and we appreciate your business and the opportunity to serve your needs.

We have recently expanded our company into the Residential Service, Repair and Replacement markets. We felt you may have employees who could benefit from the services we provide and we would like to make a special arrangement for those employees since you have been a loyal and valuable customer for (NAME).

We have created an employee benefit program specifically for our valued customers. It is a way to help both our organizations, you can offer an employee benefit, and we get to reduce our marketing expense and grow our customer base passing our savings onto your employees.

I propose we meet for a very brief session, probably about 20 minutes, so I can cover the details with you if you are interested. If not, we understand and appreciate your business and loyalty. I will call you next week on Tuesday to set an appointment and I can e-mail you an agenda if you like as well.

At (NAME) Residential, we are truly a 24-hour service company available to you 7 days a week, 365 days a year and we

* DO NOT charge overtime to our maintenance customers.
* We have more than one technician on-call at all times
* We answer our phones with a live technician after hours
* We have the capabilities to service virtually any equipment
* We can install residential systems the same day if necessary
* We offer a FULL 2 year no questions asked money back guarantee
* We offer the BEST VALUE LOWEST COST guarantee effectively offering your employees the lowest prices on comparable equipment and installations.
* Our web site is (WEB SITE)

I have enclosed a brochure for your convenience along with my card. Thanks again for your business and the chance to serve you, we know you have choices and sincerely appreciate your trust in (NAME).

Sincerely,

(NAME)