

Prospect letter 2: New prospective client follow-up
[use company letterhead]

Prospects Name and Title
Prospect's Company
Address
Address
City, State Zip

Dear [name]:

As I promised when we spoke, I am enclosing information about SkillTech Employment's Executive Search Division and how we can help you manage your recruiting responsibilities more effectively while lowering your cost per hire.

Recruiting incurs hidden costs many companies do not factor into their search for qualified executives. For example, what is your interview-to-offer ratio? Has your preferred candidate ever turned down your offer? How long did each position remain unfilled? What happened to your company's ability to follow its business plan while these positions were open?

Keep these questions in mind while looking at your numbers from the past year or so. Now, are your recruiting expenses higher than you initially thought?

SkillTech Employment, Executive Search Division, takes into consideration these and other problems inherent to recruiting. We've addressed—and cured—these types of issues for our existing clients, and I am confident we can successfully manage yours as well. If you'll give me just one-half hour of your time, ***I guarantee you will discover better ways to manage your recruiting process.*** You'll either challenge your existing agency to provide services comparable to SkillTech, or you'll choose to retain us.

Selecting an executive search firm isn't a decision you'll make quickly or easily. I understand that, and intend to give you the information you need to determine the best methods for achieving your company's recruiting goals. You see, I am confident in our ability to fill your firm's open positions with the ***absolute best candidates available***, and at a lower cost than you might expect.

Thank you for the opportunity to give you this information about the services provided by SkillTech. I'll call within the next few days to answer any questions you might have, and to schedule time to show you why our process is so successful. Once you're acquainted with SkillTech, I guarantee you'll be just as confident as I am in our ability to manage your executive recruitment—effectively, expediently, and at a lower cost.

Guaranteed.

Sincerely,

[name]

Account Manager, Executive Search Division

p.s. SkillTech has a track record for successfully addressing problems inherent to executive recruiting, which is why—in exchange for a half hour of your time—I can guarantee you'll discover better ways to manage your recruiting process. I look forward to telling you more.