

Prospect letter 3: For previously-contacted prospective client
[use company letterhead]

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

Dear *[name]*:

Since we last spoke, I've had the good fortune of joining the Executive Search Division of SkillTech Employment, an established agency in Lansing, Michigan. That's also good news for you, and here's why:

SkillTech allows me to offer you several enhancements to the effective search process you and I have already discussed, including:

Expanded computer capabilities

SkillTech's fully-integrated AS400 mainframe computer system allows us to track, archive and retrieve information on all individuals in our constantly growing candidate database. We can base searches on one or more criteria, such as salary, location, education and expertise.

What this means for you: You don't pay us to reinvent the wheel or wade through an ineffective system. This database provides the framework for the search we undertake for your ideal candidate. But it doesn't stop there...

Research staff of trained human resources professionals

SkillTech's research staff is comprised of degreed, experienced professionals with solid human resources backgrounds. We know our way around complicated legalities and sensitive personal interactions, vital skills when dealing with today's corporate environment.

What this means for you: We speak your language. Your human resources staff will confidently communicate with their peers on the SkillTech staff. And when we represent your company to candidates, our professionalism assures your firm is presented in the best light. Plus, our human resources capabilities augment our skills in understanding and communicating the technological aspects of your company's character.

Custom outsourcing

In addition to outsourcing your human resources efforts, SkillTech has the capability of handling all your human resources functions—standard operating procedures, benefit establishment and administration, job descriptions, you name it!

What this means for you: SkillTech's experience and proven track record allow you to outsource all or selected human resources functions with confidence, knowing this vital work is performed effectively and expediently.

Best of all, these services are only enhancements to the exceptional executive search process you have already expressed an interest in. **SkillTech Employment and the Executive Search Division embrace the philosophies of excellence you and I both expect form a search firm**, and I am proud to be associated with this respected agency.

I'll call within the next few days to answer your questions about SkillTech and show you how we can benefit your operation while lowering your recruiting costs. I guarantee you will be very impressed with what you learn.

Sincerely,

[name]

Account Manager, Executive Search Division

p.s. I'll call soon, but my new business card has all the information you need if you'd like to get started sooner. By all means, please give me a call at 1-800-801-2816.