<Date>

<CEO Name>  
<VP Sales>

<VP Marketing>  
<Company>

Dear <CEO Name> & <VP Sales> & <VP Marketing>,

I am writing you three as the people most responsible for driving new revenue for (Company Name) Realizing that today’s economic environment has forced sales and marketing groups to learn how to do more with less, IMTS works with our clients to tailor solutions that not only result in qualified and nurtured pipeline ready leads, but also in actionable market intelligence that can be trusted to support your sales process.

IMTS has developed a systematic approach for new business generation that improves each stage of the business development process. Our services cover the entire sales cycle, whether you require lead generation, appointment setting, market intelligence, installed base sales, or channel management, we can help. We are experts at reaching the correct decision makers and improving your first call sales interaction driving higher conversion rates at each stage from the first Marketing touch to Sales Proposal.

The elements of our approach touch three central business development functions:

**Marketing**

 We uncover prospects early in the buying cycle, those that have the problems your solution solves

 We Insure the prospective customer perceives value during the first call----nobody enjoys taking

a 30 minute commercial

 We solve problems relative to poor quality data so that you are contacting the right person 95% of the time

**Sales Process**

 We train our Lead development team to use all available marketing assets to help align marketing and sales

 We work with your lead development team to have a better first call experience and learn what will motivate the customer to make an investment

 Our system creates a method to take client concerns and use them to generate a higher conversion rate to proposals

**Cost of Sales**

 IMTS can provide all the elements necessary to help reduce the cost of sales by up to 30%

o Contact Data Discovery

o Customer Demand Information

o Marketing Communications and Sales Presentation decks

o Sales qualification and opportunity hand off

In closing, ramping up the productivity of the business development process, while saving cost, is a bold claim but a challenge we have met several hundred times since we began this business 20 years ago in 1993. We currently have 120 agents working for a multitude of clients, ranging from Enterprise giants and small to medium sized firms. I would like to arrange a 30 minute conference call where I will share case studies and deliverables that will demonstrate how this system could improve results for your organization. We will call you to see if we can set up a time to talk.

Please click on this link [www.imtsresults/win](http://www.imtsresults/win) to view an explanation of Market Research Based Demand Generation—which is part of the process described above. My linked In profile lists my Clients, Colleagues and References----I look forward to speaking to you.

Warm Regards

Jay

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