

Proposed Subject Line: Results of Industry Study on Supply Chain Challenges



<<DATE>>

<<NAME>>

<<TITLE>>

<<COMPANY>>

<<STREET ADDRESS>>

<<CITY STATE ZIP>>

Dear <<NAME>>,

Recently, we commissioned a survey of large U.S.-based companies relative to their challenges in supply chain management and collaboration.

We are writing to you, <<EXECUTIVE A>>, <<EXECUTIVE B>>, and <<EXECUTIVE C>> as the executives who have a significant interest in streamlining the collaboration process with the 100+ suppliers of <<COMPANY>>. Given that your organization was one of the respondents to the survey, we believe that a discussion of the overall survey results would be very informative for you to identify how your organization compares with its industry peers.

The study results revealed some interesting perspectives relative to supply chain operations. For example:

- Approximately 70% of companies face challenges with demand volatility and/or poor forecast accuracy.
- More than 26% of respondents face a problem with the costs of obsolete, excess inventory or inventory stock outs.

Other results from the survey are particularly intriguing, including the top drivers of supply chain complexity, the primary challenges to supplier collaboration, and the critical priorities for supply chain improvement in 2012.

We are in the process of compiling survey results so that we can demonstrate the best practices your industry peers have developed relative to issues raised in the survey results.

<<OPTIONAL SALES REP PERSONALIZATION SECTION HERE>>

We will touch base with your office in the next few days to determine if we should schedule the discussion of the results with you or with another executive. Thank you.

<<SALES REP'S SIGNATURE>>