

(YOUR COMPANY NAME HERE)
(Your Name Here)
RE: A Special Invitation
(Your phone and/or email)

How About a Cup of Coffee...



Hello {prospect name here},

I would like to extend an invitation to you for a cup of coffee and a free analysis to see if your company qualifies for a program that would take money that you are currently spending in labor costs, and redirects those dollars back to your bottom-line profits. This program is already being used by thousands of employers across the nation.

Of course, there is no obligation on your part because I am not sure yet if your company would meet the criteria. But I am 100% sure that you and I would be the two people most qualified to make that determination. Best of all, if you do meet the criteria, there's no requirement to add any expense to your company's budget.

My name is {Your Name Here}, and I have {# of your years in insurance} years of expertise in helping my clients take advantage of creative ways to increase their profitability by reducing their expenses in training and benefits.

A preliminary look to see if your company would meet the criteria is quick, and only takes about as long as sharing a cup of coffee with a new friend. And if we end up working together, you may find that I am the best new friend you will make this year.

Please expect my call soon.

{Your First Name Here}