

## Sample Letters

### **Sample letter from the “Preliminary Recruiting” campaign**

Dear ...,

Like a lot of top producing agents, you have probably climbed the ladder at your present company. Step by step. Month by month. Year by year. You've gotten better.

Chances are your commission schedule has improved too.

Dr. Steven Covey, author of *The Seven Habits of Highly Effective People* states that “we sometimes climb the ladder only to find that we have it leaning against the wrong wall.”

And we know the walls can't talk. They won't tell you're leaning against the wrong wall.

We can help you on the way to a whole new level of success. And we're happy to give you all the information you need to be sure that our wall is the one to lean on. Call soon.

Sincerely,

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### **Sample letter from the “Straight Talk” campaign**

Dear ...,

Some people think that sales professionals don't need management. I disagree.

Management mean recruit, select, train, manage, motivate, and mentor. Who doesn't need that?

My job includes many activities. Not the least of which is to help our people have their best years ever. If you don't have someone on YOUR SIDE, then why not choose me?

I'm very proud of the fact that our people have all the benefits of being “coached.” It's not unlike a natural athlete or talents in sports.

As a team, we help people get better. To do their very, very best. Can we help you?

Sincerely,