EXAMPLE VITO LETTER

#1. The Headline – a quote from one of your customers, preferably from a person at a company that the prospect will immediately recognize and who is at the same or higher level. This gives you immediate credibility and keeps VITO reading.

*“<YOUR COMPANY NAME> helped make our transition from a paper-based expense system to an electronic system a painless one. We are very pleased to have found a solution that allowed us to customize the system to fit our needs.”*

<YOUR CUSTOMER’S NAME>, <THEIR TITLE>, <THEIR COMPANY NAME>

<Prospect’s Name>,

#2. The Tie-in – a sentence or two that name-drops the above customer plus 2 more that gives you more credibility as it tells VITO what is you do for customers just like them.

<CUSTOMER A>, <CUSTOMER B>, and <CUSTOMER C> are lowering operating costs using our spend management solutions.

#3. Benefit bullets – the more quantifiable and relevant 3 or 4 succinct bullet statements, the better. VITO’s eyes are often drawn here first. This starts VITO thinking about ROI.

The results are measurable.

* 50% faster payment processing in accounts payable
* 60% less time spent creating and filing expense reports – especially by revenue-producing sales people!
* 90% faster manager review and approval of travel authorizations, expense reports, and vendor invoices

These productivity gains easily add up to hundreds of thousands of dollars in operating expense cuts every year for our customers.

#4. Authentic ending – VITO isn’t a fan of assumption, and you don’t know for sure if you can deliver similar results, so you say so here.

Can we deliver similar or even better results to you and <VITO’s Company Name>?

A 20-minute call is the best way to begin answering that question together.

Sincerely,

<Your Name>

#5. Call To Action P.S. – You tell VITO and their admin exactly when it is you are going to call. You do that here because, as with the bullets, the eyes are drawn to the p.s. at the bottom. Including VITO’s assistant by name increases the likelihood that your letter gets to VITO, too.

p.s. I will call your office on <EXACT DAY, DATE, and TIME>. If this is inconvenient, please have <VITO’S ASSISTANT’S NAME> inform me as to when I should place the call.