

**Subject line:**

For our valued TGN customer: A proven way to cut costs & boost profits.

Dear Bob,

**Summer, 2005:** I was *that close* to closing the doors at That's Great News!

I had 20 telesales people in Connecticut. But they cost me so much money they ate up all my profits. Then, a friend suggested I look into outsourcing to **The Philippines**. So I did, and the rest, as they say, is history:

1. Obviously the doors are still open. And business, despite the recession, is good.
2. I now have 40 telesales people AND they're 25% more productive overall.
3. I also have another 80 people doing (1) Research (2) Database and mailing list compilation (3) Marketing (4) Accounts Payable (5) Graphic design work.
  - o These 80 people cost me an average of \$4/hr. or \$6000 - \$8000 annually (which includes benefits, taxes, etc. )

**The bottom line? I'm saving over \$1,000,000 a year.**

Fact is, if you bought a plaque from me, pretty much every step of that process – from identifying your company as a lead, to sales and customer service – was handled by my team in The Philippines.

**How my story can favorably impact YOUR BUSINESS:** As a result of my experience, I've teamed up with longtime Philippines outsourcing expert **Bill McLaughlin** (more info on Bill at <http://tinyurl.com/y9nognx>). And we're now helping companies like yours set up and manage outsourcing operations. So, why not invest an hour's time to determine if outsourcing can help your business save a bundle of money?

**Complimentary phone consultation.** Here's what I propose: Let's you and I and Bill schedule a conference call to discuss potential ways Philippines outsourcing can help your company cut overhead and boost profits. (And of course we'll go into what all's involved in setting things up.) Keep in mind that there are numerous functions that can be outsourced, including –

- Tech Support
- Survey work
- Internet Research
- Pre-qualification calls
- Customer follow-up
- Help Desk Support
- Medical Data Entry
- Database Entry Support

There's no obligation or cost for this consultation. All we ask is that you provide some basic information so that we can make this call as productive as possible for you.

Please take a minute right now to email us the following information and a couple of dates and times that are convenient for you. When we receive your email we'll send you the information for our conference call. Fair enough? Good. Here's the info we need:

Name of business:

Number of employees:

Thanks for opening and reading my email – and, for your past business. I look forward to talking with you soon.

Sincerely,  
Bob Roscoe  
Founder/CEO  
That's Great News