

<Date>

<First Name> <Last Name>

<Company>

<Street Address>

<City>, <State> <Zip Code>

Dear <First Name>,

I am writing to you as a fellow business leader.

I am frustrated with business these days. I decided to do something about it and it made a lot of sense to me...you'll see enclosed with this letter a flyer about a campaign called "Buy Illinois". I believe there is a greater good for all in this than just my business.

Trying to get the message out about our company has gotten increasingly more difficult. Buyers can insulate themselves against telephone sales contacts and the internet has become the preferred choice of search on the part of the buyer.

We sell products and services that your company purchases, but are not integral to your process of generating revenue. Oftentimes products and services like this in a business are not watched, and quite often it becomes an "if it ain't broke, don't fix it" syndrome and nobody ever checks if you're getting a fair price or the best or newest features in service. For the vendor who has the business, it's a sweet deal.

We are in the recognition service award business; providing services and products to acknowledge employees with "milestone" anniversaries in employment. Our service and products are usually purchased through the Human Resources Department of a company. Our competitors are from Utah, New York, North Carolina, and Michigan. We are smaller than our competitors, but we have successfully gotten new clients and replaced our competitors. We do everything they do...I like to feel, better and less expensive because of our size.

I'm not asking for business to be given to us...I expect to earn business. I just wish for an opportunity to pierce the "iron curtain" and have an opportunity to present our case to your people. We strive to help others and give more for the money.

Much like us, I suspect your company has similar difficulty in getting to the buyer. Please pass on information about the "Buy Illinois" campaign. In helping each other, we all stand to gain. I believe this is a grass-roots campaign that will resonate with many folks and positively impact our communities and State. This message needs to become a public consciousness.

Sincerely,



Donald Martens  
Vice President  
Award Concepts  
630-513-7801 ext. 227  
[dmartens@awardconcepts.net](mailto:dmartens@awardconcepts.net)