

**Subject line:** That's Great News! Great biz results for \$4 an hour. Find out how.

Dear Bob,

Please let me share a personal story with you that can have a big impact on your business.

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

I had 20 well trained telesales people in Connecticut and they were doing a decent job. But they cost me so much money they ate up all my profits. Then one day I was complaining to a friend of mine and he asked me if I'd ever looked into outsourcing.

"If you're talking about India," I said, "forget it." "I need people who can make outbound sales calls and that Indian accent stops me cold. And I don't think I'm alone in that regard."

He said he wasn't talking about India but **The Philippines**. Then he went on about how Filipinos have a mostly neutral accent, come across as professional and educated...and are very familiar with Western culture and study English from grade school through college.

So I looked into things. And as the saying goes...the rest is history:

1. Obviously the doors are still open. And business, despite the recession, is good.
2. For the same investment, I now have 40 telesales people AND they're 25% more productive overall.
3. I also have another 80 people doing -
  - Research
  - Database and mailing list compilation
  - Marketing
  - Accounts Payable
  - Graphic design work
  - 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 was handled by my team in The Philippines:

1. They did the research and identified your company as recently being in the news.
2. They gathered the contact information on you and keyed that info into our database.
3. They sent out the emails, made the phone calls, closed the sale and handled all customer service issues.

**How my story can have a big impact on YOUR BUSINESS.**

So...if my Philippine team can close the deal WITH YOU, why not find out how they can help close deals FOR YOU? You see, I was so satisfied with my results that I teamed up with

longtime Philippines outsourcing expert **Bill McLaughlin**. And we're now helping companies like yours set up and manage outsourcing operations.

Bill's been doing this type of thing since 1988, and for the last 10 years he's focused pretty much exclusively on outsourcing to The Philippines.

**Complimentary one-hour phone consultation.** Curious? Think Philippines outsourcing might work for you? Then here's what I propose: Let's you and I and Bill McLaughlin schedule a conference call to discuss potential ways Philippines outsourcing can help your company cut overhead and boost profits. 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 couple of minutes 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