

ANATOMY OF A SALES LETTER TO THE C-SUITE



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[Recipient name & address]

[Today's Date]

Tone
Generally speaking, in a business letter it's best to address senior executives with a formal opener.

Dear [Recipient name],

Personalised Hook
What caused you to get in touch? A strong personalised hook will make a world of difference building credibility. Try searching Google for recent news articles about the executive.

Social Proof
Senior Executives are naturally competitive; it's what got them their position! They are always looking to get one step ahead of their competition. When you reference competitors, you are not only demonstrating the credibility of your organisation but also playing into this competitive nature.

I hope this letter finds you well.

Competitive Advantage
What competitive advantage does your product or service provide? Remember this needs to be in the language of the C-Suite. Improving the website is a tactical benefit. Reducing cost is a competitive advantage.

I read your recent article [Article title] which prompted me to write, as it ties into the work that we have done in helping [Competitors] to [Competitive advantage] by [Operational benefit].

Credibility
Why should the executive trust you? Once you have demonstrated the credibility of your organisation, now you need to demonstrate your own credibility by showing you understand their business and industry.

Many of our clients in the [Industry] space have struggled with [Key challenges] which, because of [Upcoming event], has since become a top priority.

Operational Benefit
In the simplest of terms, how does your product or service improve their company?

Insight
What unique perspectives do you and your clients hold about solving this challenge? Remember, this needs to tie back to the unique selling point of your business. Keep your insight high level and focussed on the strategic challenge rather than tactical benefits.

A new approach has been to [Insight] In our experience, companies who do this well have benefited from [Operational benefits] translating to [Competitive Advantage].

Urgency Driver
What upcoming events or changes might make the challenges you solve more pressing? For example, the time of year, a new piece of legislation, or a new disruptive competitor. A good framework for your research is PEST (Political, Economic, Social, Technological)

Authority
Senior Executives like to interact at a peer level. If you can't offer them a meeting with a similar level peer, think of a way that you can present an alternative colleague with a sense of authority. They may very well be an expert in a niche area of your industry.

Our [Colleague title] who is a leading specialist in this space, would like to arrange some time to share some of the winning approaches that have been applied by your peers and to explore how [Your company] could help.

Tangible Benefit
What is the Executive going to get out of this session? You've justified the business case to meet, now what is the emotional buy in? It could be a meeting to share a solution to a challenge they are worried about, or it could be to present a piece of research you have compiled into their business which might spark their curiosity. Remember a Senior Executive has a lot on their plate; what will make them prioritise time with you over everything else?

Signposting
Let the Executive know that you will be following up. It may lead the executive to flag your letter up with their PA who will be expecting your call or even better, it may urge them to respond to you there and then.

[Colleague] is travelling this month but has availability on the last Friday of this month and would be happy to meet you at your offices in [City].

Scarcity
A powerful way of evoking action is create scarcity in your offer. If you are hoping to set up a meeting, make it a rare window of opportunity. Even if they can't make these dates, you've opened up a dialogue.

I will follow up with your executive assistant in due course however, please do get in touch if I can be of any assistance.

Yours sincerely