

CONTROLLER

Letter

[Date]
[Name]
[Company]
[Address]
[City, State, Zip]

Dear **[Name]**,

TODAY'S TECHNOLOGY CAN INCREASE PROTECTION WHILE IT DECREASES YOUR COST.

Is your “older” security system costing you more than the latest technology?

With the constantly changing economic conditions cutting into budgets, it just makes good business sense to maximize your operating dollars—especially the dollars allocated for the safety and protection of your investment and personnel.

For hundreds of companies just like yours, **[Your Company]** has replaced aging alarm systems with state-of-the-art technology and lowered the monthly monitoring cost.

We know your schedule is busy, but in 30 quick minutes we can provide a “no obligations” security survey of your facilities. We will present a proposal that could possibly SAVE YOU MONEY with a cost-effective security program.

As one of the leading, full-service, security companies serving **[City]**, we have addressed the wants and needs of businesses such as yours and provided the full compliment of security services through our quality assurance program which guarantees we deliver as promised.”

We will contact your office **[Day]** to arrange an appointment to present our program. It could provide extra dollars you can transfer to another “line item.”

Sincerely,

Security Consultant