

NEW BUSINESS

Letter

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

Dear **[Name]**,

Congratulations on the opening of your new business at **[Business Name]**!

While you undertake the many activities necessary to launch a successful business, we would like the opportunity to join your team as your security partner. **[Your Company]** has a special security package designed and priced for the safety and protection of new businesses such as yours. In addition, the program will:

- **SAVE YOU MONEY** - You will get a **[Number]**% discount on a security system designed for the greatest degree of protection with minimum impact on your budget.
- **PREVENT AN EARLY LOSS** - Immediate availability for system installation. Your building will have a security system operating when your inventory and office equipment arrives.

THIS PROGRAM IS UNMATCHED BY ANY ALARM COMPANY BECAUSE [YOUR COMPANY] QUALITY IS UNMATCHED IN THE INDUSTRY!

Your security is our business. Call today—**[Phone Number]**—and a **[Your Company]** professional will conduct a no-cost security analysis of your premises to help you structure a system which will protect your business and its assets while you concentrate on profits.

Sincerely,

Security Consultant