

TAKEOVER

Letter

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

Dear [Name],

YOU COULD BE PAYING TOO MUCH MONEY FOR YOUR SECURITY SYSTEM!

In the past several months, we have welcomed many companies such as yours to the **[Your Company]** family of customers with new security systems featuring state-of-the-art technology. These systems, installed through the guaranties and assurances provided by our years of recognized service, are now saving them hundreds of dollars per month. Included among these customers are **[Testimonial Customer Company Names]**.

You too can take advantage of our “RECESSION BUSTER” program which will return operational dollars to your profit line, yet provide the optimum in safety and protection for you, your personnel, and your customers. Unmatched in the industry, our program includes:

- **Low installation costs**
- **Guaranteed monthly rates**
- **24-Hour service and protection**

While you take care of your business, your security is our business. Call **[Phone Number]** today and we will help eliminate the worry affiliated with your security and protection and save you money.

Sincerely,

Security Consultant