

Marketing Letter I Sample 1

Date

Address

Dear Insurance Professional (Name of Course):

As we approach the new millennium, Dr. Judi Craig and Coach Bill Thomas of COACH SQUARED, INC. are excited to announce their revolutionary new program for Sales and Marketing Professionals: CORPORATE "KI," The Key to Quantum Shifts in Sales and Marketing.

This program, delivered over the course of a year, can be modified to fit your company's schedule. There are three phases, each building on the former:

Phase 1: Shifting From the Inside Out

Phase 2: Advanced Sales & Marketing Strategies

Phase 3. Quantum Leap Group

This innovative program not only uses the latest concepts developed within the Coaching profession, but also utilizes principles from David Bohm, Ph.D., the noted quantum physics researcher, on the use of Dialogue as well as principles of "KI" developed by Morihei Ueshiba, the Founder of Aikido.

We are looking for Corporations that have a large sales force made up of both Agents and Managers including new Agents, committed Agents who have not qualified for MDRT (Million Dollar Round Table), as well as Agents who are routinely qualifying for MDRT. Managers also will benefit by participating in this exciting program.

This international program was developed by Coach Squared, Inc. Both Judi and Bill are Master Certified Coaches (MCC), the highest credential award by the International Coach Federation.

One of us will call you within the next week to follow up.

Sincerely,

Judi Craig, Ph.D., MCC
Bill Thomas, MCC, CMC

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