

Marketing Letter I Sample 2

Date

Address

Dear (Name),

When I spoke with you on the telephone this morning, you requested that I give you some information about Executive Coaching.

Firms such as yours typically hires an executive coach primarily to work with the following:

- ▶ An outstanding individual who is on the fast track within your organization and is coached for career development and/or succession planning;
- ▶ Someone who is quite talented and valued in your organization, but who has one or more “blind spots” which keep him/her from being a top performer. The individual may not communicate well with peers and/or clients, may have problems with organization, may be unable to delegate, may be scattered and unfocused, etc.

What we do is work with that individual — typically, for six to eight months — to increase his/her performance. The first month we include a number of assessments (if they have not already been done), which may include:

- ▶ Management and Communication Style
- ▶ Executive EQ
- ▶ 360 Degree Feedback
- ▶ “Shadowing” (observing interaction with clients, in meetings, giving a presentation, etc.).

From this base of information, we develop an action plan and targets of accountability, and then meet with the individual several times a month (by phone or in person) for implementation.

I am including with this letter some additional information about executive coaching, along with our bios and client list.

We would be happy to meet with you in person to discuss this further and clarify any questions you might have.

Best Regards,

**Judi Craig, Ph.D., MCC
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Corporate Coaches**

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