



VALUE PROPOSITION LETTER EXAMPLES

Value Proposition Letter Example #1

Mark Smith
1247 Right Way Road
Boerne, TX 78006
Tel: 830-331-9399
Email: marksmith@gmail.com

<Date>

<Full Name>

<Title>

<Business Name>

<Street>

<City, State Zip>

<Greeting>

Would you like help managing your way through this tough economy?

As Executive Sales Director for a Fortune 100 financial services company, I created record growth and earnings by developing strong analytics and performance-based metrics for both sales and service.

My accomplishments include:

Increased EBIT 67% in 3 years.

Increased loan volume 116% in 4 years.

Increased credit quality and compliance by 37%.

Although my recent compensation has been north of \$200,000, I would love to explore opportunities with a significant stake in the outcome. Please call or email and let's arrange a time to chat.

Sincerely,

Mark Smith

P.S. I was formally recognized by Widget Enterprises for my outstanding contributions. You can find details on my website at www.MyWebsite.com.

*Alternative:

PS. I was formally recognized by Widget Enterprises for my outstanding contributions. You can find details on my profile at www.linkedin/myname.com

Value Proposition Letter Example #2

Your Name
1234 Your Street Auburn, WA 98001
Tel: 555-555-5555 Email: You@YourEmail.com

(Date)

Mr. Decision Maker
President and CEO
Your Targeted Company
P.O. Box 1234
City, ST 56789

Dear Mr. Decision-Maker,

Do you need a dependable Janitor?

As Janitor for Widget Enterprises, I improved the cleanliness of their building and reduced maintenance costs more than any other Janitor in the history of their company. Here are a few specifics:

Saved \$20,000 per year by upgrading lighting fixtures to fluorescent.

Reduced visitor waiting time to zero by opening on time for three years in a row.

Improved response time for maintenance issues 50% by implementing an email request-for-services system.

Our company was recently sold, and I am looking for a position that allows me to contribute in a meaningful way. I should mention that my recent compensation has been north of \$12 per hour.

Please call me and let's explore how I can help you. Thank you.

Sincerely,



Your Name

Value Proposition Letter Example #3

Your Name

1234 Your Street City, State 98001

Tel: 555-555-5555 Email: You@YourEmail.com

(Date)

Dear Sir/Madam:

Would you like help optimizing your consulting engagements in this tough economy?

As an Independent Consultant for a \$150M health care advisor, I successfully completed three complex consulting projects worth \$5.4M

My accomplishments include:

- Generating up to \$11 million dollars in annual project revenue.
- Reducing project cost overruns by 35%.
- Doubling project revenues due to client satisfaction and add-on projects.

I would like to explore opportunities with a significant stake in the outcome. Please call me and let's explore your opportunities.

Sincerely,

P.S. I earned my MBA from Wharton Business School. To learn more about me please see my LinkedIn profile at [mylinkedinprofile/name.com](https://www.linkedin.com/in/mylinkedinprofile/name.com).

Value Proposition Letter Example #4

Your Name

1234 Your Street City, State 98001

Tel: 555-555-5555 Email: You@YourEmail.com

(Date)

◀Full Name▶

◀Title▶

◀Business Name▶

◀Street▶

◀City, State Zip▶

◀Greeting▶

Would you like some help from a seasoned President and CEO?

I just completed the turnaround of a \$70 million consumer products company at a time when our industry was moving overseas. In fact, we increased our market share from 9% to 15% in the past 2 years.

Here are a few highlights:

Increased revenue by 17% by introducing new products.

Reduced overhead by \$420,000 per year by consolidating operating units.

Raised net income by \$1.4 million per year.

Our company was recently acquired by a larger competitor who is now managing all operations and I would like to explore opportunities that include an investment. Please call me and let's explore your opportunities. Thank you.

Sincerely,

Value Proposition Letter Example #5

Your Name

1234 Your Street City, State 98001

Tel: 555-555-5555 Email: You@YourEmail.com

(Date)

Dear Sir/Madam:

Would one of your client companies be interested in maximizing their operational efficiencies in this rebounding economy?

As Director of Human Resources for a \$100+ million manufacturing company, I turned around multiple underperforming divisions, achieving a \$1.9 million jump in production in a declining market.

My accomplishments include:

- Reduced turnover from 112% to 8% in 2 years.
- Realized \$2.9 million savings in operational efficiencies.
- Drove operational efficiencies 22%.

Recently it was decided that our US corporate center will close and all operations will be moved overseas. I would like to explore opportunities with a significant stake in the outcome.

May we chat?

Sincerely,

P.S. I obtained my Masters is in Human Resources Development and have achieved much success utilizing six sigma and lean manufacturing techniques, among others.