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WEEK 1

Firstname Surname  
Title  
Firmname  
Address

Dear Salutation Surname

You may be aware that PACE Partners specialises in advising market leading consultancies and professional service firms in the areas of business development and client management. We are aware that FIRMNAME is an ambitious and growing firm and we would very much like to number you among our key clients at some time in the future.

It is clearly far too early to suggest how, or whether, that might be possible. Therefore, before attempting to initiate a discussion on the areas of our expertise that may be of relevance to FIRMNAME, we would be keen to demonstrate our understanding of a number of the most important issues facing firms generally in their drive to develop profitable business. We would also like to test whether our approach and style fit.

To that end we are planning, over the next few weeks, to send you a range of publications and articles. These are on subjects close to our hearts and, I would guess, close to yours. The first of these publications, enclosed with this letter, is a complimentary copy of our third book *Growing Your Client Base* – a practical, no nonsense guide to 'project managing' business development in an environment where time and resources are both in short supply.

We hope that you will find this, and subsequent items, of value.

Yours sincerely

Yourname  
Associate Partner



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WEEK 2

Firstname Surname  
Title  
Firmname  
Address

Dear Salutation Surname

We hope you found the book, *Growing Your Client Base*, which we sent last week, of interest.

In our experience many professional services firms struggle to differentiate themselves effectively from their competitors. In an increasingly competitive marketplace they feel under pressure to deliver 'added value' whilst struggling to identify exactly what this really means. With this letter, we have enclosed the first in a three part series of articles on adding value to client relationships that addresses this very subject.

We hope you find some of the thoughts and ideas in the article both useful and practical.

Yours sincerely

Yourname  
Associate Partner



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WEEK 3

Firstname Surname  
Title  
Firmname  
Address

Dear Salutation Surname

In our last letter we included the first article in our series on adding value to client relationships. This emphasises that if our aim is to provide clients with real added value then we must first make sure that we have got the fundamentals right - from the client's perspective. In article two of this three part series we examine the issue of why different clients react in very different ways to the same attempts to add value - and why some seem to reject almost all of our attempts.

We hope you enjoy reading all or part of what we have written and would welcome any comments or feedback.

Yours sincerely

Yourname  
Associate Partner



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WEEK 1

Firstname Surname  
Title  
Firmname  
Address

Dear Salutation Surname

We hope you found the article we sent last week of interest. With this letter we enclose the third article in the series on adding value to client relationships. This completes this series which we hope you have found interesting and informative. Our book entitled *Managing Key Clients* explores all the issues around developing long-term profitable relationships with significant clients. If you are interested in this then let us know and we will provide you with a copy.

One part of that book focuses on cross-selling – a subject at the core of many of our clients' success. We have worked over the last ten years to identify, and help overcome, a number of major barriers to cross-selling in professional service firms. We are sure that many of these barriers have already been dismantled in FIRMNAME, however we have enclosed with this letter a Healthcheck which attempts to unpick these barriers and, in doing so, helps to identify simple steps to making cross-selling practice 'as perfect as possible'. If you get a chance to do the analysis we hope the results are useful. Please feel free to pass the document on to anyone else you feel might find it of interest.

Over the last few weeks we have sent you a number of articles and publications focused on the area of business development in professional firms and trust that some of this has proved useful.

As we mentioned in our first letter to you, we would welcome the opportunity of working with FIRMNAME, if you are convinced of our credentials and you also feel that there is a potential 'fit' between our approach and thinking and your own.

One of us will call you next week to see if, based on what you have read, you feel an initial exploratory meeting would be appropriate.

Yours sincerely

Yourname  
Associate Partner