

Mr. Bob Jones  
Regional VP Western Division  
ABC Technical Staffing  
1234 Tech. Drive  
Houston, TX 00000

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Dear Mr. Jones:

I've been following ABC Technical Staffing's growth over the past 3 years. Considering the national downturn in the staffing industry, I'm impressed at how your company has weathered the storm. Your stock prices have remained steady over the past 6 months while your competition has plummeted. The *Staffing Industry News* indicates that your company's most recent growth strategies include new market penetration, taking over territories left behind by your failing competition. With that in mind, I'd like to propose the Portland, Oregon market as your next territory expansion and myself as your entry into this close-knit urban community.

Five years ago I was hired by PDX Technical Staffing to turn around their local office that had lost many of its major accounts. By aggressively seeking out new markets I was able to turn the branch office around increasing its yearly revenue 25%. By renegotiating old contracts I was able to increase bill rates 26% on average leading to an 18% profit increase. Since that time I have opened 3 other branches along the I-5 corridor: Salem, Vancouver and Seattle. Last year my district was rated the top district nationally having generated \$45 million.

This is a great time for the right staffing company to enter the Portland market. Employment downturns of the past 12 months have closed the doors of many reputable staffing firms. All indications point that our local economy sits on the cusp of recovery. Now is the time to take advantage of reduced industry competition. Since I am on a first name basis with many local corporate leaders, I am in the position to spearhead ABC's presence, quickly gaining #1 market position for the local staffing industry.

Knowing your interest in new market growth, I anticipate that you would welcome a call from me to discuss your ambitions for the Pacific Northwest. Unless I hear from you first, I will call you next Tuesday.

Yours most sincerely,

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