

(1) Belmonte ***Mailshot with enclosed Gift Ruler***

Name
Company
Address

Date

Dear

Printer costs : Where do you draw the line ?

As an IT manager, cost control is bound to be one of your highest priorities. With printers in particular, combining the best equipment with the best service can mean incurring the highest cost. So you have to draw the line somewhere.

Let us measure up to your printer requirements

We have extensive experience in supplying, maintaining and repairing all types and makes of printers, including plotters and large format equipment. With guaranteed same-day response, we are normally on-site within 4 hours. Our engineers are highly trained printer specialists, and we operate to strict ISO 9001 standards.

Calculate this : 75% savings

We can save you up to 75% on your printer service costs*, with competitive rates for all your supplies, consumables and repairs. Whatever your annual budget, we can save you money without compromising on performance or quality.

As a rule, the benefits of using Belmonte are considerable

- Less downtime, faster return to normal operations
- Quick, reliable solutions, less time wasted in problem-solving
- Committed customer service from 30-year experienced experts
- Significant, long-term cost savings
- Full supporting services for all your IT needs

Allow us to underline it for you

Call Belmonte today on FREEPHONE 0800 376 8962, and start enjoying the most efficient, cost-effective printer service ever. We look forward to hearing from you !

Yours Sincerely,

Managing Director

*Cost of call-out + ½ hour on site, compared to HP rates for mono standard printers.

(2) Fresh Approaches)



Name
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Address

Date

Dear

Before you spend a lot of money on training, spend a little time on this.

The couple of minutes it will take you to read this letter could be rewarded by major improvements in your training methods, positive developments in your training programmes and significant economies in your training budget.

A big claim, for sure. But one we believe we can fully justify.

Fresh Approaches means what it says. We are not a training company, and we don't provide training services, although we have extensive experience in doing so. We are not a conventional consultancy that recommends traditional solutions, but we do know all about them and the reasons they don't work as well as they should.

What we offer is something different : A process that examines, investigates and analyses your training programmes, with a view to making them more appropriate, more measurable and more effective.

We will carry out a "Health Check" on your training provision to:

- **assess** strategic issues
- **evaluate** the strengths and limitations of your existing programmes
- **recommend** key areas for change

We will also give you straight, no-nonsense professional opinions and highly practical suggestions. Everything we do is focused on getting results, as quickly and cost-effectively as possible, and improving the return on your training investment.

We will help you to ...

We will help you to :

- Assess the effectiveness and value-for-money of your training
- Identify the areas of training that make a difference to your business
- Revamp your existing courses to increase value or reduce costs
- Make the best use of learning methodologies
- Exploit on-line learning and intranet possibilities
- Build meaningful evaluation processes

And when our suggestions are implemented :

- Training budgets give greater value, with more cost-effective results
- Programmes are refined, typically with fewer, more focused courses
- Activities can be measured accurately against agreed outcomes
- In the longer term, training ROI is improved

If you'd like to know more about how a Fresh Approaches Health Check will benefit your organisation, please keep this letter to hand and I'll be in touch next week.

Yours sincerely,

Lynn Merry
0161 486 9396 / 07713 070086 lynn.merry@freshapproaches.com

Fresh Approaches : Successful Training for Successful Businesses

Name
Company
Address

Date

Dear

TV advertising : How to get a lot MORE for a lot LESS

You have a limited TV advertising budget. You want to see quality when you spend it. You want to be proud of your adverts. You want them to deliver results.

At ATVA that's exactly what we are in business for. We only ever produce one kind of TV commercial : the kind that delivers MORE and costs LESS.

MORE quality, based on our unique experience, creative resources and skills. We write and produce adverts to the highest standards, artistically and commercially.

MORE results, based on statistically proven performance with a wide range of clients. Our track record demonstrates consistent success across a variety of industries and services.

LESS expense, with our commercials typically costing 20-30% less than our competitors. With low overheads and a one-stop service, our top priority is to keep your costs down.

LESS hassle, from industry professionals who understand business and know how to help you meet your marketing objectives. We aim to make it an enjoyable experience too!

Would you like to know more ?

Then please take a look at the enclosed brochure. It won't take a minute and I promise it will make you smile as well as interest and inform you.

Then if you'd like to know more, or to arrange a short presentation, please give me a call on **0161 935 8263**

Yours Sincerely,

Sebastian Lyte
Director

p.s. 90% of the clients who see our presentation end up doing business with us – without any hard sell. Let us show you what we can do and you will see why !