

Corporate Connections 101

By: Robert Otto

There's no doubt about it.... corporate connections in our profession is a much needed and sought after commodity and is on a steady incline. When conducted properly, corporate-run workshops can prove to be rewarding and satisfying as well as profitable. If you have an interest in corporate work, let me remind you that the climb to the top is determined by many factors and the IMDHA Marketing Tools and Professional Forms and Letters are an excellent place to begin your ascension.

While variables that make or break your corporate connections can be as obvious as your qualifications and training, it could be as simple as your discipline to prepare a plan of action and then follow through with that plan to the end.

For the purpose of this writing, I have enclosed a form letter below that we've used successfully to obtain a foothold in Corporate America.

Potential Client Corporation
123 Prosperous Lane
Anywhere, PA 45678

Anydate, 2006

Attention: Ms. U R Important, Human Resources Manager

Dear Ms. Important,

For your consideration, enclosed please find a brochure that will provide you with pertinent information relating to my company's experience and proficiency in leading *Corporate Seminars and Workshops*. The complimentary CD is yours to keep.

What makes us so uniquely different is that we offer a wide range of *Seminar Services* that can be *personalized* to fit the needs of your company. My strength as a *Professional Seminar Leader* is that I have the *versatility* to customize a program to fit within the parameters of your company's demands. Since professional employee-related seminars are a specialized field I believe that *flexibility* in seminar content is also a necessary commodity. Combined, these two benefits deliver unparalleled *Seminar Workshop Excellence* to meet the needs of the most discerning companies.

Our reputable and experienced track record spans more than two decades in the profession. Having conducted in excess of 4,500 workshops and seminars and speaking on behavior modification to as many as 150,000 people, my qualifications speak for themselves.

I invite you to visit my website at www.RobertOttoHypnosis.com for a comprehensive review of our services, education and experience. Additionally, I believe our *Website Resource Center* will prove to be an added support system for your employee-related inquiries as it has been with other previous corporate affiliates.

I will be contacting you in the near future to arrange a brief but very important meeting to discuss how, together we can provide services to assist your company with *Increased Productivity, Decreased Absenteeism, Smoking Cessation, Weight Management, Employee Morale and Stress Management* in the workplace.

Sincerely,

Robert F. Otto, Ph.D.
RFO/lig

Allow me to call your attention to the important components contained within the body of this letter. 1) It's direct and to the point. 2) It is written with the *intent* of scheduling a meeting. 3) It *implies* the success of *other* corporate affiliates. 4) It is sent as a marketing tool and *accompanied* by a *tangible product* that will aid in your closing the sale (specifically, the brochure and CD). 5) It *highlights* the experience and qualifications of the instructor. 6) It is *professionally printed*. 7) It contains words that *accentuate* success 8) It *references accomplishment* and *achievement* by using testimonials and/or a website listing as a *3rd party endorsement*. 9) It acknowledges that you are a team player by offering *flexibility* and *versatility* in your work. 10) It *asks* for the business!

I invite you to be creative! Use your gifts of verbal suggestion, the written word and limitless imagination to create a letter that is designed especially for YOU. Perhaps in our next publication we can take a more in depth look at the words we choose and why they play a crucial part in preparing a dynamic sales letter. I hope you find this printing a worthwhile tool in accomplishing your corporate connections. Until next time...