



NAME  
COMPANY  
ADDRESS  
CITY, STATE, POSTAL CODE

July 26, 2016

Dear NAME,

I'm sure you know that the best companies invest in their people. They realize that their employees are more than a payroll expense. Employees are intelligent and resourceful people who can think, learn, and therefore, continually improve their value and ability to contribute to the organization.

Look around, read the literature, and a theme you will discover is that the best companies within any industry invest in their employees by providing them with training to become a knowledgeable and committed workforce. Training is not simply another perk or reward for above-par job performance; it is an absolute necessity that pays for itself many times over in improved performance and business results. The American Society for Training and Development did a study recently that showed that companies that invest in employee development see a positive effect on profitability.

As you look around, another thing that you are bound to notice is that good, quality training can sometimes be expensive. I started 360 Solutions, after years of corporate training and organizational development experience, because I absolutely love helping employees maximize their potential, and because **small companies should have access to high quality training programs**. I have talked to a lot of people who own businesses and employees of small to mid-sized companies over the years. I have coached them through many management, organizational development, and employee performance related situations. The one thing they all said is that they wished they had access to, or that their company offered training programs to prepare them for these kind of situations. 360 Solutions is here to meet the training and development needs of small to mid-sized businesses. We are here to give you and your company "the edge" through the development of your employees.

Based on the needs of your organization, we can customize a training program for you. It can be designed for business owners, managers, supervisors and employees in all organizations.

- Monthly Workshop Series
- Executive Coaching
- Pre-Employment Testing
- Assessing the Organization
- Personal Development
- Management and Leadership Training
- Strategic Planning
- Much, much more!

To introduce 360 Solutions to Waco, we will be offering a **FREE WORKSHOP: Hiring for the 21<sup>st</sup> Century**. It focuses on attracting and hiring the best candidates for jobs in your organization, and how to avoid common mistakes often made in the hiring process. The best part is that you are invited. After all, what better way to evaluate a training program, or any other product, than to experience it? Please call us at 555-5555 to confirm your reservation, and use the enclosed ticket for admission.

I am looking forward to seeing you there.

Sincerely,

