

NETWORKING LETTER

Date

Address

Dear _____:

I am contacting you at the suggestion of our mutual friend, _____.

I would like to understand how I might help you. Also, I would appreciate your reference to companies worth exploring, personal business contacts, or potential employment opportunities.

My expertise:

- Identification and leveraging of competitive advantage
- Alignment of strategy and tactics
- Improvement of financial performance
- Increase of revenue and profit across all channels of distribution

Over a seven-year period, I grew sales by over \$400 million, profits by 114%, unit volume by 113%, and market share by 100%. In a single year, I added \$106 million to the bottom line.

I am looking for an opportunity as a senior marketing, marketing / sales, or strategic planning executive. My target company is in CPG or B2B, in need of the kind of expertise I can provide.

My target companies include Nestle Waters, Cain's Foods, Green Mountain Coffee, Jarden, Lincoln Snacks, Fortune Brands, Pinnacle Foods, Cadbury Schweppes, R.C. Bigelow, Dannon, Prestige Brands, and Snapple Beverage.

Attached please find my resume.

If convenient, please call me. Otherwise, I will call you in a few days.

Sincerely,

Name
Address
Phone
E-mail
