



*"Orbtech did an outstanding job of communicating our business objectives to the technical team, which allowed us to finish the project in two-thirds our estimated time frame, while accomplishing the exact results we wanted.*

*"My boss and the other senior executives are highly pleased with Orbtech's contribution and the final outcome of the project!"*

**Bill Hill**  
**Vice President**  
**Fidelity Bank**

[Date]

[Full Name]  
[Title]  
[Company Name]  
[Street Address]  
[City], [State] [ZIP]

Dear [First Name],

We delivered the exact results the executives at Fidelity Bank wanted, while decreasing the length of the project by one third, because Bill Hill was willing to risk 30 minutes of his time to meet with me to discuss his projects.

Can we make your company's computer projects better? I don't know enough about them to even hazard a guess. But, there are two things I do know for certain:

1. To be successful in business, you must take calculated risks.
2. Unless you're willing to risk 30 minutes of your time to discuss the possibilities, neither of us will ever know if we can improve your projects.

[First Name], just by opening and reading this letter you took the risk of wasting your time. For that, I thank you and offer the enclosed PowerBall ticket for the [Upcoming Date] drawing. I'll follow up via phone on [Letter Date + Five Business Days], at 9 a.m., to see if you want to risk 30 more minutes of your time. Of course, if you prefer to call me first, you can reach me at (314) 416-1440.

To taking chances,

Gill E. Wagner  
Partner

P.S. If you win with the enclosed ticket, please don't ever tell me. (I'd hate to have to explain that one to my wife.)