

Commercial Prospecting Letter #1: Send this first.

Dear (Name)

As a business owner, we know that you are involved in every aspect of your company's operation. You maintain careful oversight of financial records; you deliver high-quality products and/or services; and you take care of your customers' needs. You do this in order to protect the future of your company. But is it enough?

Unfortunately, it isn't. No matter the size of your business, you're at high risk for losing it all unless you have invested adequately in commercial insurance.

Commercial insurance is the cornerstone of your company's stability. Without it, you will not be able to protect yourself from unforeseen events like fire, theft, natural disaster, property damage and liability. The right insurance can also provide coverage in the event of employee injuries or losses that may be incurred by an interruption in your company's operations.

Without insurance, you not only put your business at risk, but in some cases, you may also risk your personal property and assets.

You may have hesitated in purchasing insurance because you felt that it was too expensive. Or perhaps you have put it off because you are unsure how to choose among the many insurance companies that offer business protection.

At (COMPANY NAME), we have a solid reputation for providing affordable, comprehensive coverage. We founded our company to ensure that unforeseen events do not blindside businesses like yours. Because of the coverage we provide, our clients sleep well at night knowing that their business and assets are protected.

Each of our clients is unique. We recognize that every company has its own business model and operational approaches. Since we respect the uniqueness of each company, we offer customized insurance protection. We answer your questions, and we take time to educate you about your options.

We would welcome the opportunity to speak with you about how our insurance options can match your needs. Please call us at (phone number) so we can schedule a time to meet that is convenient to you.

Don't let any more time pass before you make one of the most important investments for your company's long-term safety and security. This is a decision you won't regret. Sincerely,

My Name
Title

Commercial Insurance Prospecting Letter 2: Send this 7-10 days later and follow up on the phone.



Dear Name,
I'm sure you noticed that nice crisp [\\$1,000,000.00 bill](#) I've attached to the top of this letter.

Why have I done this? There are two reasons:

1. I have something important to tell you and I needed some way to grab your attention.
2. Since I specialize in helping Circle Lake businesses save thousands in employee benefits and other expenses, I thought this type of "attention grabber" was especially appropriate.

Several weeks ago I sent a letter inviting you to meet with us to discuss commercial insurance protection for your business. We hope that you have taken time to consider the possible risks you face if you are not protected from events that could jeopardize your company's future.

If you currently do not have insurance, we encourage you to work with us to find the coverage that best fits your needs and financial resources. If you already have insurance, we can assess your current coverage to make sure that your business and personal assets are adequately protected.

(COMPANY NAME) has been in business for (YEARS). Our team members are experienced professionals who understand and respect the importance of your company's stability.

Life is filled with the unexpected. We can't predict the future and that can be unsettling, especially when running a business. There are some things that you can control and some things that you cannot. **But the one thing that you can control is the impact of**

the unexpected. Do not let the possibility of fire, theft, natural disasters, liability or any other threat cause you to lose sleep at night. Let us help you protect your life's work. We offer a complete portfolio of products so that you can select the ones best-suited for your company's needs. Our products provide coverage that ranges from auto protection, property protection, professional liability, directors and officers liability, product recall liability, fiduciary liability and umbrella protection, to name just a few.

We understand that you will want to make this decision responsibly, because investing in commercial insurance is one of the most important decisions a business owner can make.

Allow us to provide you with an overview of our services and answer any questions that you may have. We look forward to helping you take that next essential step in securing your company's future.

Sincerely,

Name
Title

Resources:

- [Million Dollar Bills](#)
- [Proven Insurance Letters](#)

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