

Sales Letter – MAX HIRE

Dear Recruiter,

We all know that we are in challenging times. People are hurting out there. Businesses are closing their doors. Jobs are being lost. But the *good news* is that MaxHire, the industries leading recruiting software solution, has a great plan to help ease the burden of your monthly software costs without disrupting your business. Its easy-to-use, affordable and now...there is NO RISK.

For a limited time, we are offering our Customer Assurance Program (CAP) to all recruiting firms and human resource professionals. What is the CAP? This program removes the risk for acquiring the tools you need to be more successful. It essentially eliminates all upfront costs - including all data conversion costs - so you don't have to spend a dime on switching to MaxHire. That's right, *nothing*. There's no contract, no minimum commitment and no hidden costs.

Why are we doing this? We are confident you will succeed with MaxHire and we want to help any way we can.

The new MaxHire Customer Assurance Program features:

- No Setup Fees
- No Data Conversion Fees
- No Term Contracts
- Same amazing service and software

We also know that you can't afford to be unproductive right now and the biggest challenge in making a change is losing access to your data. So here is what we are offering:

A free – that's right, absolutely free trial data conversion BEFORE you sign up so that you can see your data in MaxHire, experience the power of the system and have no surprises. You can evaluate a fully functional version of MaxHire with your data already in it. No one else offers this incredible value.

Once you sign up, we'll do another conversion with fresh data so you don't lose a thing.

But during these tough times, we wanted to do something more. So, we put our heads together. All of us here agreed that we didn't want you to simply *try* Maxhire – we want you to witness how it can improve your entire recruiting and placement practice. So here is our secondary offer:

***** Within six months of system use, if you don't see at least a 10% improvement in sourcing candidates, placing more of them in full time positions and receiving job orders, you pay nothing for the use of MaxHire for the six month period. *****

We understand that we are really putting ourselves on the line with this offer, but look – we believe in the power of the software. We know it will change everything you do. And we want your business.

So, the MaxHire Customer Assurance Program, Free Trial Data Conversion and 10% Improvement Guarantee are here, waiting for you to take advantage. This special package offer has never before been offered by anyone, anywhere. It's time to make the smart decision.

So, yes, times are tough. There are fewer jobs to place, and less qualified candidates, but we will get through it. After all, we're all in this together. We'll get *through it* together too.

Contact us **today** to get started!

Sincerely,
Peter Blitz

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P.S. Don't let this incredible offer pass you by – you must act now. This offer expires on February 27th. We have a limited number of clients we can provide this to and we want to ensure you are one of them!