



EXAMPLE SALES PITCH continued

Mr. _____,

It's important to demonstrate how our audit services have identified and solved problems.

What we do is audit telecommunications and utility invoices for errors and overcharges. My team has over 60 years of combined experience and have completed over 10,000 audits in 50 states, Canada, and Mexico.

What we hear from our clients is that; if the bills look right, or if the trend fits within expectations then they assume the bills are correct and they pay them.

The utility companies write the tariffs and the telephone companies write the USOC (Universal Service Order Codes) in industry language. What this means is that unless you have specific industry training in how to read these tariffs and codes, it is nearly impossible to verify the accuracy and cost-effectiveness of your billing using customer service records.

To top it off, all the utility and telephone companies put the burden on the customer to identify errors and overcharges.

This is why we have an important role. What we do is analyze utility and telecommunications expenditures to ensure that your money has been well spent.

If you would like, I would be happy to show you an actual audit report. These are real results with the client's name removed.

Mr. _____ our audit is done off-site using a copy of your bills and your utility company's customer service records. We do not involve your staff in the audit process. We are only paid if we recover your money. Although there is some financial risk, we take the burden 100%. Even if we do not find any refunds/monthly reductions, our auditors will still need to be paid. This is a cost that we incur alone. All we ask is that we share 50% of any refunds and we ask to share in any monthly reductions at a rate of 50%, for 24 months. After 24 months, you will keep all of the future reductions forever. The process takes about 45 days, and we provide you with a written report of findings. What questions do you have? (Use Silence)

Mr. _____ what our audit will mean for you and your company is that the services cited and all other telecommunications and utility services will be cost effective. You will not be paying for services that you do not have and your billing will be accurate. We propose that verifying the accuracy of these costs is elevated to the same level of importance as confirming the accuracy of your other vendor related costs.

I'll send you an audit agreement and a link to upload the bills. We will also provide you with access to our audit portal where you can check the status and progress of your audit.

What is the best email address to send this to?