

Dear <Client Name>:

At XYZ, we understand how hard it is to run a business when you're faced with the challenges of day-to-day finances. It's difficult to focus on making your business successful when you're worried about financial and administrative details, such as managing payroll.

Until now, your options for managing payroll have been limited. You could:

- Spend hours managing payroll yourself manually
- Use a payroll software package that leaves you with the burden of filing and paying taxes, or
- Utilize a traditional, phone-in or fax-in payroll service that could be expensive

Online Payroll from XYZ is different. It is an affordable, full-featured payroll solution that lets you run payroll in three easy clicks. Online Payroll even calculates, files, and pays all federal, state, and local payroll taxes for you – helping you avoid costly tax penalties. You get all of this and more at a lower monthly cost than you would expect. With Online Payroll you can save time and money.

I'll call you the week of <date> to set up a time to discuss how Online Payroll can help you focus on your business instead of managing your payroll.

I am confident you will see how Online Payroll and XYZ can help you focus on making your business successful.

Sincerely,

<Name>

<Title>

XYZ