

Dear:

My name is XYZ and I'm the Vice President of Marketing and Business Development at XYZ, a boutique firm that specializes in tutoring services and test preparation programs for high school and college students. I would like to introduce to you the dynamic tutoring program that my company has to offer to your school as well as the test preparation materials that can help your students prepare for their SAT and ACT exams.

We are a national firm whose tutoring services consist of in-person, private and customized tutoring that is tailor-made to benefit your students based on their specific learning styles and growth patterns. Most important, our programs can include expertise and honed tutoring sessions and full-potential-coaching to your students. We customize the curriculum and sessions for each student based on their diagnostic results, goals, schedule and areas that need improvement.

We offer the most comprehensive tutoring in the industry, employing a three-prong approach that ensures students are fully prepared for their exams. Through our three-prong approach, your students will:

1. Master test-specific content;
2. Understand and employ effective strategies and test-taking techniques;
3. Eliminate test anxiety by entering it fully confident and calm for optimal performance.

Our services are diverse and custom-made to help each of your students. We offer tutoring services that benefit both large and small groups as well as individualized one-on-one sessions for a more personalized tutoring approach. Each tutoring session would be done on campus and at an agreed time slot.

Like our services, our payment options are diverse too. Either the student or school pays 100% for our tutoring services or it can be split between both. We're very flexible and can customize the payment arrangements based on the specific needs of our clients.

For more information about our company you can check our website at XYZ.com. Also, I would like to set up a meeting with you and your colleagues in person so we can more fully discuss how XYZ can help your students improve their SAT and ACT scores.

I look forward to hearing from you soon.

Sincerely,

XYZ