

Armand Nouri
NexisDesign E-10 Walk-in Freezer
SPEC COPY – First sales letter: sent to a list of independent restaurant owners

Are You Sure Your Walk-In Freezer Is Making You Money?

Dear Restaurant Owner,

I don't want to waste your time, which is why I'm writing you specifically today to find out if I can make your restaurant more profitable.

My company, NexisDesign, specializes in making highly efficient freezers.

Our walk-in freezer features patented technology that achieves greater energy efficiency, lower costs and a longer service life—all of which add to your bottom line.

We've been doing this for restaurants in the U.S. and Canada for 22 years. Can we do the same for your restaurant?

We can, but we have to take a closer look at your current walk-in freezer to be sure.

*Visit our website at www.NexisDesign.com/gauge, and take the 2-minute **Freezer Savings Assessment (FSA)**.*

It's a point-by-point analysis of your current freezer unit. It will let you know if your current freezer unit is needlessly driving up your operating costs.

It's also private, so only you will know the results.

If the assessment shows that your current freezer is inefficient and costing you extra money per month, then we'll gladly show you exactly how our walk-in freezer will benefit your bottom line going forward. If the assessment indicates the opposite, then there's no need for us to show you our product—you're already satisfied with your operating costs.

With that said, I believe that your freezer is no different from the meals you serve--It should be making you money! If you agree then the 2-minute self-assessment is an easy way to determine if your freezer is benefiting your bottom line.

To take the assessment, visit our website today at www.nexisdesign.com/gauge

Best regards,

John C. Doe,
President,
NexisDesign Walk-in Freezers