

Discussion Letter Example

Dear Mary,

It was great speaking with you yesterday at our office about tackling some of the technology issues you're experiencing. In this letter, I'll outline my understanding of the issues at hand, and confirm our agreed-upon next steps.

As a law firm with 50 lawyers, your team spends the great majority of their day at their computers. With the recent turnover of your IT leader, you're exploring the possibility of outsourcing all of your IT to us, thus not going through the process of replacing your internal IT staff.

As you consider your options, key issues include:

- As you're currently without technology support (which you've historically paid approximately \$120k per year in salary, benefits, and overhead), you have to make a decision quickly so your team will lose as little time as possible to technology frustrations and challenges.
- You expect to hire 5 to 10 new lawyers in the next 12 months, and will need to support them as you hire them.
- You have had catastrophic server failures in the past few years that have cost approximately \$150k in emergency tech fees and lost billable time per instance.
- Average response time to technology support requests take too long.
- Past IT staff at your firm had strengths and weaknesses in various technologies that hindered your ability to operate efficiently and compete.

We are confident that we can help you solve these issues and, additionally, impact your firm positively in a few ways, including:

- Costs for working with us will be less than rehiring an IT leader.
- We'll be able to begin service for your whole firm within 24 hours.
- Average response time to issues will be immediate should you choose to work with us.
- We'll increase the protection and security of your servers significantly over your past efforts.
- We'll be able to support all of your new staff as you hire them without requiring you to hire additional IT staff to support them.
- As we have 40 people on our staff, we have experts in over 20 different technologies that law firms use regularly. We'll be able to provide the broad base of expertise you've been missing.

As we work with more than a dozen law firms now, our experience in the area is quite deep. I've attached several pages from our website, including a law firm case study (www.exampletech.com/lawcase), that you can read. Working with over 100 businesses to support their technology allows us to stay on top of the world of technology and apply that knowledge and insight to help you.

It seems that there's a fairly compelling case to continue the discussion, and to get down to the specifics of how we might work with you. You said in our discussion that your COO, Montgomery Scott, will need to be involved in the process from here forward, and that you'd check his schedule later today.

Once we schedule the meeting, I'll move forward with researching the three specific technologies you were interested in implementing. That will give you a sense of what it's like to work with us to make technology decisions as well as support your users.

I'll call you Wednesday to find a time that all of our schedules match up.

Best regards,

Katherine