

DoRight Enterprises Client Recommendations Letter Content Checklist

Include the following in your letter to your client:

- A letterhead centered at the top of the page with your name, school name, the school address and phone number.
- A warm, friendly and personable introduction, thanking them for their time and expressing how great it was to meet them and to have the opportunity to help them.
- Acknowledge them for what they are already doing that supports sustainability and the environment.
- Describe all recommendations that you are making for your client regarding changes they should make. This may take the form of a bulleted list, or not. **It is suggested to make a table that lists the topics, changes, environmental benefit, and financial benefit in columns (see the sample letter).**
- Explain WHY they should adopt your recommendations. This requires an explanation for each recommendation regarding: **1) how it will help the environment and, 2) how it can improve the profit of their business.** Remember, sometimes a change that costs the client money can improve profits by increasing market share (bringing in more customers). Everything needs to be explained. Remember, you are being a salesperson, and you are learning the art of persuasion. You must appeal to their sense of community responsibility and desire to reduce profits.
- Inform them that you will contact them in several weeks to answer any questions they may have and to offer any support.
- Tell them they can contact DoRight Enterprises through your teacher or chapter supervisor and provide email and phone information.
- Offer any websites, references or resources for them that may be relevant. This will require some extra research. For example if they are considering remodeling, invite them to visit a website that provides information on green building. The DoRight CEO office will provide a list of such websites.