

SAMPLE WELCOME LETTER

Dear Web Self-Service Customer,

Are you ready to be armed with invaluable information on how to reach millions of customers with individualized information while increasing your profits, improving customer satisfaction and retention, leveraging your existing investments and remaining competitive? You will hear all of these topics and more today at the IBM/(Business Partner Name) Web Self-Service Seminar.

You'll learn about the expanding role of the Web and your place in it, you'll see examples of companies already benefiting from IBM's Web Self-Service solutions and you'll learn how to sign up for your personal Web self-service consultation.

Thank you for taking the time to attend our event. We feel confident that this seminar will give you the tools you need to take your Web site from a static publishing system to a powerful business-generating tool.

Sincerely,

Business Partner Executive

