

Jaden Co.

123 Your Street
Your City, ST 12345
(888) 888-8888
felicij@sunypoly.edu

October 12, 2020

Sales Letter for the Eye Spye Security Camera

Dear Security Manager,

The last time we met at the recent trade show, I got the opportunity to introduce you to a new form of security, the Eye Spye. To refresh your memory, Eye Spye, created by F. Luis Gonzalez, isn't an ordinary security camera. Eye Spye is a mannequin that contains a camera within her eye, and a microphone in her nose.

These features pick up video and audio from any shopper that happens to be nearby. The video and audio she records can either be videotaped, or projected on a monitor in another room. This will allow the security team to locate potential shoplifters and stop them in the act. Shoplifters stay weary of security cameras, though they won't be able to avoid a camera they don't realize is there. What's even better is the fact that you can also use the audio recording to hear if a customer plans to shoplift. Allowing the security team to prepare themselves to remove the shoplifter if need be.

The Eye Spye is an innovation of security. Businesses will now be able to lower, if not completely eradicate shoplifting in their stores. There will now be no more issues of evidence either, as Eye Spye holds not only visual, but audial evidence against shoplifters. I hope to come into contact with you further to possibly set up an appointment so that we may keep your business as safe and profitable as it can be with the Eye Spye Security Camera.

Best regards,

Jaden Feliciano

Marketer, Jaden Co.