

Reviving “challenged” software projects...

## **Is Your Software Project Behind Schedule and Over-Budget with No End in Sight?**

Dear [enter name],

In 2004, Ford Motor Company abandoned its new purchasing system after deployment because it didn't work after spending \$400 million on it. In 1996 FoxMeyer Drug Company was forced into bankruptcy because it's \$40 million ERP system failed after deployment.

According to the 2004 Chaos Chronicles report published by the Standish Group, 15% of all software projects fail completely, 51% end up “challenged” meaning behind schedule and over-budget or lacking critical features and requirements. Although this is much improved since 1994, the average cost overrun is still 43%.

If your current project is “challenged” or headed toward failure, the sooner you take corrective action, the sooner your project gets back on track.

Many companies along with their employees depend upon the success of their software projects, probably including your own. Will you continue relying on the team that got you so far behind, or are you willing to look at a better solution?

Just because most software projects are over budget and behind schedule yours doesn't have to stay that way.

Please allow me introduce my company and myself. My name is Xxxxxx Xxxxx and I own and run Xxxxxxxxxx Software. Getting your software project back on the critical path headed for completion is my company's specialty. Regardless of how bad you think things are, my 20+ years of software coding expertise developed by bringing 276 projects to full function, allow me to find and fix the worst bugs and errors, often in record time.

Why hire me instead of some other software-consulting firm?

Because you need your project back on schedule and working as designed. And my best attribute is getting things **done right** fast. I understand that's easy to say and hard to back up. So I offer you a unique method of making sure I'm the right person for the job. How do I do that?

Two ways...

- Proof of Competence trial-run – costing you nothing until you're sure I can do the job for you
- Fixed milestone-based payments avoiding the typical stretching of the work in order to bill more hours. All work is results-based, not hours based.

XXXXXXXXXX Software specifically works on short-term engagements turning around projects and moving on to the next challenge. Our goal is your satisfaction, not extending your project into the next millennium.

Here's how it works.

Once you agree to a let me prove my competence by finding and fixing a problem or two, I immediately start collecting the information I need to help you. By listening carefully during our initial free consultation, we establish your critical priorities and precise objectives along with the problem areas to explore.

Only then do I set to work digging into your project. I start by pinpointing a few items I can fix right away. By showing you some tangible meaningful results right away, I demonstrate my ability and value to you.

There are two distinct advantages this method brings to the table. You don't have to spend hours of your time tracking down references and filtering the good information from the not-so good. You get an actual demonstration of my abilities, and you get a couple of bugs fixed for free.

Once we agree to work together, I work with you to establish your go-live criteria and several intermediate milestones.

That brings up the second item that sets me apart from the crowd. I don't work by the hour and I don't hit you with extra charges later. We establish a milestone-based payment schedule predicated on meeting your criteria.

This satisfies two requirements.

1. Your need for staying within a fixed budget for the project fix
2. My need to provide you with real value, not just earning an hourly wage for false productivity.

I also promise not to resort to hi-smell code hacks but to fix your code properly.

Call or email today for a free consultation so we can discuss your project. Keep in mind, I offer "Proof of Competence" before we even discuss a milestone-based fee. Your projects success is always my main goal.

Regards,

XXXXXX XXXXXX

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