

**UNIT 3**  
**SALES LETTER**

**A. Sales Letters**

All businesses aim to sell goods and services and earn profits. In this sense, all business letters are sales letters. They are very good instruments for increasing sales.

The purpose of sales letters is to persuade readers to buy, to get patronage and goodwill. They are sent to particular people to stimulate and inspire them to buy those particular goods and items

**CLOSET CARE**  
**1248 SE Lancaster Blvd**  
**Tigard, OR 97225**

July 7, 1999

Professor I.B. Writing,  
Colorado State University  
Fort Collins, CO 80523  
Dear Mr. Writing:

Are you having trouble organizing your clothes into your existing closets? If you are like most Americans, you have trouble finding your favorite shirt when you really need it. This is why it is important to have an organized closet system.

At CLOSET CARE, we have the skills and experience to come in and help you with your closet needs. May we stop by and offer you a FREE estimate at how much it would cost you to rebuild your closet? If so, give us a call at 555-1212 and set up an appointment with one of your friendly operators.

Sincerely,

*(signature here)*  
Kent Lenoir  
President  
KL/jt

A good sale letter should have:

**ATTENTION** The writer should attract the reader's attention.

The examples are:

*Have you noticed the wet season? Rain  
may endanger your health.*

*Do you sleep well every night?*

**DESIRE** The writer should be able to arouse the reader's desire.

The examples are:

*Just take a glass of hot Ovaltine before you go to bed, and awake in the  
morning refreshed after a night's deep sound sleep*

*Some women lose their health and beauty to save a few thousand*

**CONVICTION** The writer should create conviction.

The examples are:

*PEMBANGUNAN has more readers than any other magazine in Indonesia. It has  
three million and a half readers every two weeks.*

**List three good reasons** that demonstrate how your product will make the reader's life better, make him feel more secure, or motivate him to action. Keep the reasons short and powerful. Use statements that suggest positive results, facts, and figures.

**Now describe the special features and benefits** of your product or service. A **feature** is something that makes your product or service extraordinary, essential or valuable. A feature describes what your product or service is or what it has. The **benefit** of the feature is what the feature will do for the reader. Bullet points are good to use here--they draw the eye to this important section. Benefits sell while features often do not. Many sales letters list benefits only. Others list both features and benefits. Writers often make the mistake of listing features only.

**List three or five features with their special benefits.**

**Feature 1 -- Benefit 1**

**Feature 2 -- Benefit 2**

**Feature 3 -- Benefit 3**

**ACTION** The writer should be able to make the reader get an action.

The examples are:

*There is no obligation on your part, merely drop the card in the post or phone, and one of our trained representatives will call and see you at any time you wish*

*Sign nothing, pay no postage. Just post the enclosed card, and we will send you a free sample at once.*

**Example: "If you respond by (date), you pay only \$\_\_\_\_\_. That's right, for the price of two movie tickets and popcorn you pay only \$\_\_\_\_\_, if you respond by (date)."**

**Example: "Order today and I'll send you . . . --a \$50 value! But remember, I am offering this free bonus for a limited time . . . so order now!"**

**See the example below!**

**Document Makers  
2398 Red Street  
Salem, MA 34588**

March 10, 2022

Thomas R. Smith  
Zaza Co. Ltd.  
3489 Greene  
Ave.  
Olympia, WA 98502

Dear Mr. Smith:

***Attract the reader's attention***

Are you having trouble getting your important documents formatted correctly? Like most business owners, you have trouble finding the time to produce good-looking documents economically. It is why it is important to have a specialist take care of your most important documents.

***Arouse the reader's desire and convince the reader***

At Documents Makers, we have the skills and experience to come in and help you make the best possible impression. May we stop by and offer you a FREE estimate of how much it would cost to get your documents looking great?

***Request to take an action***

If so, give us a call and set up an appointment with one of your friendly operators.

Sincerely yours,  
(signature here)  
Richard Brown  
President

## Task 1

Understand the following sales letters (A and B) and identify

- a) the sentences which are used for attracting the readers' attention
- b) the sentences which are used for stimulating the readers' desire for having the product
- c) the sentences which are used for convincing the readers to buy the product offered
- d) the sentences which are used for making the readers easy to do an action (buy the products offered)

### Sales letter A

Dear. Mr. Riza

Boris Textile Producing Co. Ltd. is a leading Russian manufacturer and exporter of socks and hosiery.

The range of our product line, good quality, and competitive prices have made us one of the fastest-growing companies of its kind in Russia. We produce a wide variety of socks and hosiery items in a cotton-woolen-nylon blend for Moscow's men, women, and children. These socks are of good quality and are popular with customers. Our total production averages 10 million pairs per year, 70% for export and 30% for the domestic market.

We at Boris Textile Co. will work with you to produce the types of socks or hosiery products that will sell well in your stores. We guarantee our quality and on-time delivery of shipments and our prices are very competitive.

For more information, please go to our website at [www.boristextile.com](http://www.boristextile.com).

## Sales letter B

Dear Mr. Firman

Has your wife been nagging again? She wants a refrigerator. Quite frankly, we think she is right.

Have you ever considered the advantages of a modern refrigerator? It keeps your food fresh and clean for any length of time: no more sour milk, rancid butter, or meat that has gone. It gives you delicious ice creams and supplies ice cubes for cold drinks. It has special compartments for vegetables and fruit. Yes, it saves your wife endless trouble, and you will enjoy it, too.

The cost? Nothing to worry about! We shall be glad to deliver a brand new model to you tomorrow on our "Easy Term System, " making payment almost unnoticeable. And there is 2 years guarantee with every refrigerator we sell

Drop the attached card into the letterbox today, and our representative will call you with his car Saturday morning to take you and your wife to our showroom. We can show you all models and sizes. I hope you will come.

Yours sincerely

## Task 2

**What is the function of sales letters?**

## Task 3

- ✓ Write a letter to Mr. Walter Spencer, Purchase Manager of Semarang Continental Hotel, 4 Jl. Papandayan, Semarang 50003.
- ✓ Enclose your latest catalog, price list, and terms of payment.
- ✓ Draw Mr. Walter's attention to the new tower, which is specially designed for hotel guests and offer a 15% discount on all orders above IDR 5,000,000

## Best Sales Email Templates

[https://blog.hubspot.com/sales/sales-email-templates-guaranteed-to-get-a-response.](https://blog.hubspot.com/sales/sales-email-templates-guaranteed-to-get-a-response)

### 1. Congratulate them.

Do your research. There is more information available about prospects today than at any other time in the history of selling.

Visit your prospect's website, search Google, set up alerts, view LinkedIn to dig into their professional dossier, stop by Facebook to learn about their kids' or grandkids' favorite sports, look into trigger events, and append all this information to your contact records.

Be creative with this approach. Figure out ways you can **congratulate your prospects**. Flattery works.



Hey [Prospect],

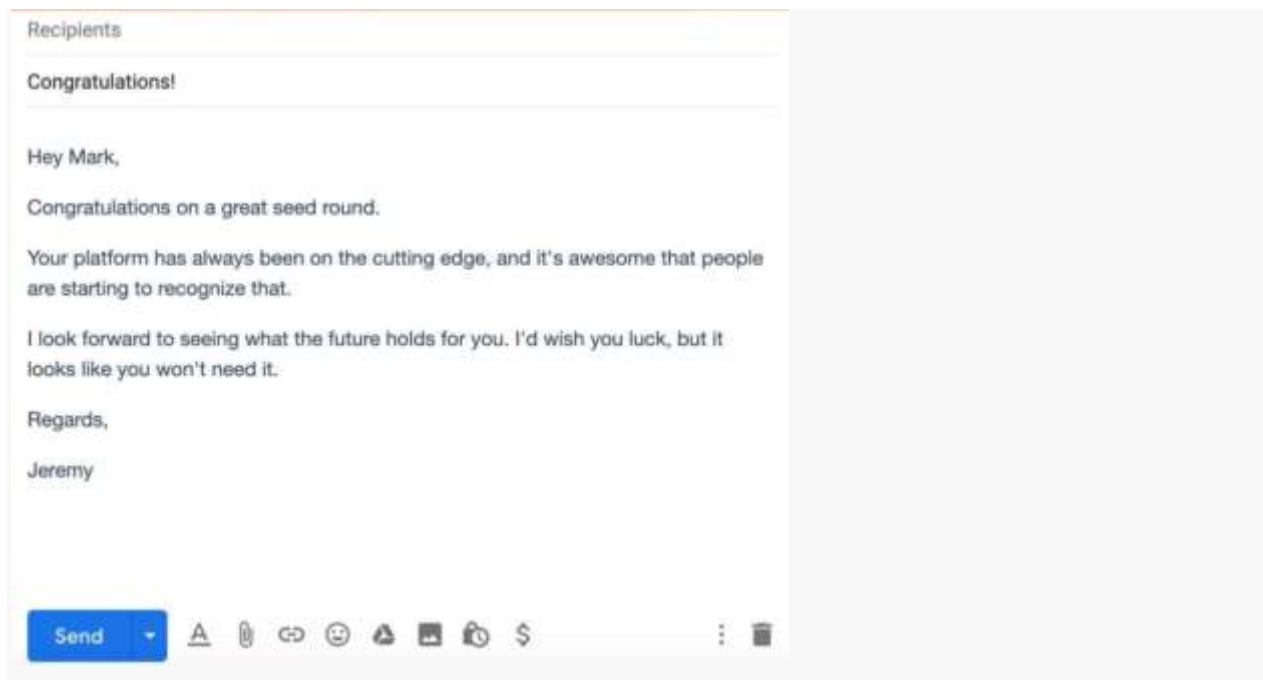
Congratulations on your recent round of funding.

What you are doing will impact the law profession in a major way.

I look forward to seeing how you will deploy your new resources to do it even

faster. Regards,

[Your name]



## 2. Boost their mission.

Hey [Prospect],

Congratulations on your new role as VP Marketing. Based on your LinkedIn profile, it looks like you have done an amazing job developing your career at [company].

If there are ways I can help you get your message out to my network of [title of people they are trying to reach], please connect me with the right people. I am a fan, and I want to help.

Do you have a PR or content person on your

team? Regards,

[Your name]

Try this approach with CEOs. CEOs and business owners are usually the creators of their vision and the most involved in communicating it.



### 3. Provide immediate value.

Find a way to provide some value upfront, even if it is just your expertise.

Just be careful not to be too critical in your first email. Starting with a compliment softens the blow of any criticism.



Hey [Prospect],

Your website's design is brilliant. The visuals enhance your message, and the content compels action. I have forwarded it to a few of my contacts whom I think could benefit from your services.

When I was looking at your site, I noticed a mistake you have made, i.e., search engine optimization. It is a relatively simple fix. Would you like me to write it up so that you can share it with your web team? If this is a priority, I can also get on a call.

Regar

ds,

[Your

name]

Software companies have mastered providing immediate value-free through freemium business models, creating some of the fastest-growing businesses ever. Free feature-limited or usage-limited software offers value before any money changes hands.

Suppose you are a service provider, partner with a software company that has a freemium model. For example, if you are an accountant, partner with Expensify to introduce free expense report tools. If you sell sales training services, recommend a product like HubSpot's **free email tracking tool**. As long as you introduce free value, prospects will appreciate it.

#### 4. Offer help.

Remember, your goal in the initial email is to get a response simply. With this in mind, your offer of immediate help might not be related to your service. It might even be related to another service.

Hey [Prospect],

Welcome to town. Last month, my family and I enjoyed a nice dinner at your new Sudbury location. I enjoyed the scallops and risotto. I will be back.

I drove by your restaurant last night fairly late (I play indoor soccer at night ... I noticed that you were open, which is nice — I will be bringing the guys by for a beer after next week's practice. However, I thought you were closed at first glance. I saw a few people sitting at the bar, but the light in front of the restaurant was dim.

This is not my area of expertise, but I know a good sign guy. Would you like an intro? Regards,

[Your name]

#### 5. Compliment them.

You could give cash away to your prospects. That might get their attention. Alternatively, you can offer what **this study says people appreciate just as much as cash** — a compliment.

Hey [Prospect],

Thank you for sharing your wisdom with the world. I love your wit and humor. I find myself nodding in agreement with your advice as I am laughing out loud.

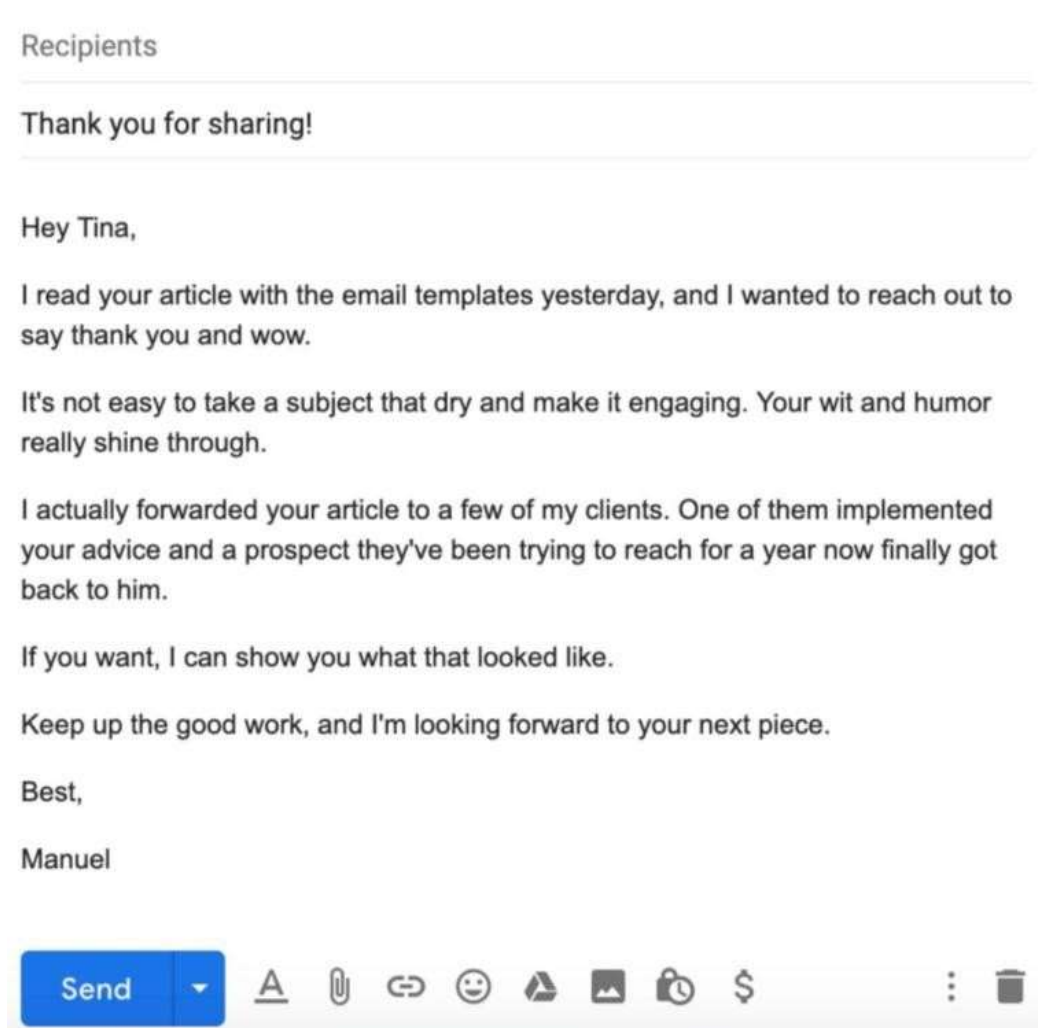
Your article the other day with the three email templates inspired me. I forwarded it to a few of my clients. One of them has struggled to connect with key prospects,

and we have implemented your advice. They have been trying to reach a prospect for a year now responded within an hour.

Would you like to see how my client applied your

advice? Best,

[Your name]



## How to Write a Sales Prospecting Letter That Gets a Response

These templates use a relatively simple set of guidelines. As you implement the approaches shared above, use these guidelines to customize your templates:

1. Research the prospect and their business, and understand how to help them before reaching out.

2. Grab prospects' attention with an interesting subject line.
3. Personalize your emails. Start messages with something about the prospect.
4. Use "you" whenever possible. Use "I" and "We" sparingly.
5. Put the value proposition away. Share it only when it aligns with the prospect's needs.
6. Do not try to book a phone call in your initial email. Only "in-market" prospects will respond to that call to action.
7. Ask open-ended questions or none at all. Many prospects have become desensitized to calls to action, but they are often pleasantly surprised by genuine attempts at personal connection and offers of help.
8. The goal is to get a response, not advance the sale or sort the interest from the uninterested. You can think about these aims once you get a response.
9. Include a call to action. Make it a very simple one to oblige with a high chance of appealing to the buyer's self-interest.
10. Keep it short. Three to seven sentences max.
11. Double-check for grammar and spelling mistakes.
12. If it makes sense, end with a question, but do not force an off-topic one. For example, if you compliment someone, they will be likely to respond with a "*thank you.*" If you embrace the goal of simply getting a response, mission accomplished.
13. Before you send an email in the first place, consider picking up the phone instead. All of these approaches will work on the phone too. If you send an email, use an **email open alert system** and call the prospect when reading your email. This will maximize your connection rate.
14. Avoid to send more email approach. Sending repeat emails is not sustainable. You will get flagged as spam and potentially turn your prospects off on what you have to offer.