**Sales Letter Notification of New Products**

**1. Definition**

A sales letter notification of new products is one of the ways that companies promote and announce a new addition to their business range. The notification letter is similar to an advertisement and can be aimed to catch the attention of new customers and established clients.

1.1 Intent of the New Product Sales Letter

The main intent of the new product sales letter is of course to make customers aware of a new addition to the already established range of products. This could be a brand new addition or an upgraded product line. The new product notification should highlight the benefits of the new product to the target audience; new customers and established clients. The letter should be sharp, concise and enthusiastic about the new business product.

1.2 Preparation and Researching the New Business Product

This type of letter cannot be written without thoroughly researching the product. The writer will usually be a copy writing expert or a writer who can make a product capture the reader’s interest in a short amount of space. There is no need to over elaborate when describing the product, especially if there is an accompanying sales product brochure. The description should be succinct and certain product details can be highlighted using bulletin points.

1.3 Highlighting the Benefits of the New Product

One of the major selling aspects of the new product will be to highlight the product’s benefits to the customer:

* This can also mean highlighting how the product will be more cost and time efficient to the customer
* It could also highlight how it can be specifically implemented into another company’s workplace
* It could also be an upgraded product that is actually less expensive than the original

1.4 Content on Investment Opportunities

Another sales highlight could be to mention the investment opportunities to be had by purchasing the new product. This could come in the form of explaining that the product will pay for itself through cost savings within a set period of time. Think as the customer would and the reasons why they would actually buy this product instead of a competitors, even if this product is higher priced. Describe a unique selling point, something that makes this product different from similar products on the market.

1.5 Setting out the Sales Letter for New Products

Short and snappy descriptive paragraphs should be used throughout. The writer wants to capture the reader’s attention but not assault them with infinite product details. A few bullet points with bold lettering can be used to highlight the benefits of the new product. If possible an email link can be added to the sales letter to a website with more product detail. A bold product description can also be added at the beginning of the letter that will describe the product in one line.

**2. Sales Letter Notification of New Products-Sample**

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