

## SALES LETTER EXAMPLES

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## Introduction

The sales letters are the effective tool for marketing strategy today. The business personnel use these sale letters to communicate with their clients and create a healthy relationship with them. These sales letters are professional form of describing ones product and services. These sales letters contain main details about the products that are to be sold. These example sales letters shows and explain that how the proposal of the product is given. These sales letters tends to enhance the sales of the products. The example sales letter describes the format in which the proposal for the product is to be provided to the clients. Generally these sales letters contains the reason for which the client may need the product and what are its benefits and advantage over others. The features of the product are described in these letters. It id also described that why the product is better than others in the market. In short these sales letters are the best way to describe that what your product is , why it will be needed and what advantages it has over others.

## Sales Letter Examples Tips

Tips to write A Perfect Sales Example Letters:

- The first and foremost thing is that the sales example letter should be formal.
- Secondly it should have no mistakes.
- The information provided should be exact and there should be no vague information to create any kind of misunderstanding.
- The letter should not be very long.
- The letter should be to the point explaining every minute detail.

## Sample Sales Letter Examples

Mr John Rides  
Manager  
R S Accountants,  
45 Row Street,  
HY56 1 RL  
England

Sept 12, 2013

Dear Mr John,

Do you face problems during calculating the tax returns of the customers. Is your staffs buried under extensive work load? We are extremely glad to provide a solution for you. Smooth Software are the best way to overcome your problem.

Our tax professional and the software designers collective have innovated new software that will help you manage your work load in an effective manner. This software is able to keep records and keeps on online updating them so that your client can also view them. There is an option for the clients also that if they want to edit and add any important changes they can do that. The tax calculations are carried out quickly.

For more details you can log on to our website [www.smoothsoftwares.com](http://www.smoothsoftwares.com). Feel free to contact us for any queries.

Yours truly,  
Mark Taylor,  
Marketing Manager,  
Smooth Software

## Sales Letter Examples Template

To,

\_\_\_\_\_ (name, designation &

\_\_\_\_\_ Address of the recipient)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Date \_\_\_\_\_ (date of issuing letter)

Dear \_\_\_\_\_, (name of the recipient)

We at \_\_\_\_\_ (introduce your company and products). We want to \_\_\_\_\_  
(state the purpose of the letter).

Our products have \_\_\_\_\_ (state the features and benefits of your product  
and also give the details of the offer provided by your company). You can try \_\_\_\_\_  
(restate your purpose).

For further information you can visit \_\_\_\_\_ (provide you website address or contact  
info).

Yours truly,

\_\_\_\_\_ (name, designation and company of the sender)

\_\_\_\_\_

\_\_\_\_\_

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