**The main purpose of writing a sales letter** is to sell the product or service of a company. The sales letter is nothing but a sort of an advertisement of a product. This letter helps to create awareness about the positive attributes of the product within the customers. It is a document that is used for generating sales.

This type of letter is used to persuade the customer to request additional information about the product, place an order, and ask for a demonstration from the Sales Executive.

You have to thoroughly research the customer's needs and requirements. You should have complete knowledge of the product or service that you are providing. Get as much information about the product as possible from sources like the internet, books, brochures, company literature, etc.

The letter should begin with the details of product that you are selling. In a paragraph or two, you can mention how the product will help the customer. List out the benefits of the product for the customer. The letter has to make an impact on the reader in the beginning itself.

In the middle part of the letter, you can discuss the various specifications of the product. Use all your skills in persuading and convincing the customer. Always make sure that you include the brochure, literature about the product with letter. In the body of the letter, you have to mention that. You can use a sentence like" With the letter, I am enclosing.. .

In the end of the letter i.e. at the closing you want the customer to take an action. You specifically give out your contact details which will help the customer in placing an order, or asking Sales Executive for a demonstration. You need to end the letter on a positive note. You inform the customer that you are ready to help and give information if an opportunity is provided.

**David Moore**
Sales Manager,
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4509 Lemmon Avenue,
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(214) 692-6500

March 20, 2009

**KarenGreen**
Head Librarian
TexasLibrary
5543 Dyer Street,
Dallas, TX,
United States
(214) 369-7267

**Dear Ms. Green:**

It is indeed a pleasure to write to you. You have been a subscriber of our magazines and journals for a long time. We are bringing an interesting offer for your university. Recently, we launched two new magazines "Healthy World" and "Youth Brigade". Both the magazines deal with current health and youth issues. They are monthly magazines. They are published in on the first Monday of the month.

These two magazines will be of tremendous help to your student community. The magazine about health deals with diseases, their symptoms and treatments and how to remain fit post retirement, how to deal with stress. Doctors, dieticians, fitness trainers contribute for this magazine. The students from Health science department can also submit his or her article for the magazine.

The Youth Brigade magazines talks about issues of youth. Careers, education, fashion, are some of the areas that are focused in this monthly magazine. Educationists, career counselors, fashion gurus contribute for this magazine. The young students of your college can contribute stories, anecdotes, etc. for this magazine.

The publication house is giving a special offer for valuable customers like you. You get the yearly subscription of both the magazines at $ 120 whereas for the general public it $ 144. With this letter, I'm enclosing the first month's brand new issues of both magazines. They are absolutely free.

If you feel that this offer is good, you can contact our Sales Executive, Sharon White on her email address sharon@abcpublications.com or phone. She will explain further details according to your suitable time. We look forward for a positive reply.

Yours truly,

David Moore