

## Template

Your Name

Name of Your Organization

Address

Date

Name of Client

Client's Address

Salutation/Greetings

Dear Ms./Mr. (addressee), or To whomsoever it may concern

**The introductory paragraph** of the letter should start with a sentence that grabs the attention of the reader. Then go ahead to thank the reader for the interest that he/she has shown in the product that you are selling, or the services that your organization provides, and convey the benefits and incentives that a client or consumer of the company will be eligible for.

**The second paragraph** can act as a testimony to any sample product that you have sent along. It is always a good idea to do so, because a new client can then see for himself the good points of the product. You can also describe limited offer promotions or discounts, that your organization will be offering to anyone who becomes a regular client.

**The third paragraph** of the article will have your contact details like your phone number, your location, and the office timings of your organization. Also include details like the account manager for the client, and any other details that could be helpful for the consumer (like toll free numbers).

Valediction/Goodbye

Yours sincerely,

(Your name)

## Example

Sender's address

03/04/2010

Receiver's address

Dear Ms. Kayla,

How would you like to see more space in the parking lot of your auto dealership? Well, the solution to that is enclosed with this letter. The smart card which when attached to the services that you provide will ensure increased customer loyalty. But before we tell you about the benefits that you will gain from subscribing to these cards, we would like to thank you for showing an interest in our product.

The SmartCarz card that we are offering is an opportunity for you to increase your sales of cars, services, and accessories. But all of that will be secondary compared to the goodwill, that you will surely enjoy in the market. Add to that, the surety of buzz that your clients will create for you, once they have enjoyed the fruits of being loyal customers with you.

So, what does the SmartCarz card do? SmartCarz card is a customer loyalty and gift card venture, that will increase the sales of your dealership and in the process, generate revenue for you. As you can see on the sample card attached with this letter, we will customize the front of the card to showcase your dealership and create an unparalleled visual identity for you. On the back of the card is a magnetic strip that records details about the client every time he/she swipes it for merchandise or services at your dealership. You can hand out these cards to customers whose business you want to attract and increase. The entire venture is managed using a simple software, that can be enabled on personal computers, if you decide to enter an agreement without company. The best part of the deal is that the cost of buying the system, operating it, and the printing of the cards together will cost you less than one percent of the transaction price

of each car that you sell in a year.

If you would like to receive any more information about our product or organization, you can visit our website [www.simplebiz-smartcarz.com](http://www.simplebiz-smartcarz.com). You can also contact me at the address given above or on the phone number - 0987-3450-432.

Thanking you,

Yours sincerely

(Signature)

Jeremy White