**Included:**

Introduction

Business Sales Letter Tips

Sample Business Sales Letter

Business Sales Letter Template

Business Sales Letter

Letters.org

**Introduction**

The sales letters are the effective tool to carry on business dealings and communications. The business sales letters carry essential information about the merchandise of the companies and the offers associated with them. These business sales letters discuss the sales matters and generate sales. These business sales letters are written in a professional way and are formal. These letters tends to enhance the business prospective and get along well with the clients. These business letters are sent by the business personnel to his clients to let him know about the products and draw the client’s attention. These sales letters tends to enhance the sale and enhance profit margin. Due to this written communication a felling of trust is developed between the clients and the business venture and in turns strengthens the business relationship. For a business to run smoothly it is really very important for a business personal to be in touch with their present, past and future clients.

**Business Sales Letter Tips**

Tips For Writing business Sales Letters:

* These letters should convey liable information about the products and offers of the company.
* The letter should explain that what are the benefits if a sales dealing is done..
* The letter should focus that how is the dealing better than others in the market.
* The letter should be tipped.
* The letter should be short but should carry essential information.

Sample Business Sales Letter

Mr. Richard

General Manager

DFG Pvt Ltd

89 streets

KU15 & RF

Russia

Sept 14, 2013

Dear Mr. Richard,

We at JK Enterprises are pleased to inform you about the new offer that our company has introduced. You are one of our valuable customer and we have done business dealing many times in past.

We are offering a discount offer of 25% on our new range of laptops. The discount is on the market value of the products. We are also providing an additional warranty of 1 year and are providing proper sales support even after the purchase. You have done business with us in past and know that we never compromise on our standards of quality and after sales services.

We are looking forward for a positive deal with you.

Sincerely,

Ronald Mike,

Sales Head

JK Enterprises.

# Business Sales Letter 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).

# We are looking forward for a positive deal with you.

# Sincerely,

# \_\_\_\_\_\_\_\_\_\_(name, address and company of sender)

# \_\_\_\_\_\_\_\_\_\_\_

# Disclaimer

The author and publisher of this Ebook and the accompanying materials have used their best efforts in preparing this Ebook. The author and publisher make no representation or warranties with respect to the accuracy, applicability, fitness, or completeness of the contents of this Ebook. The information contained in this Ebook is strictly for educational purposes. Therefore, if you wish to apply ideas contained in this Ebook, you are taking full responsibility for your actions.

The author and publisher disclaim any warranties (express or implied), merchantability, or fitness for any particular purpose. The author and publisher shall in no event be held liable to any party for any direct, indirect, punitive, special, incidental or other consequential damages arising directly or indirectly from any use of this material, which is provided “as is”, and without warranties.

The author and publisher do not warrant the performance, effectiveness or applicability of any sites listed or linked to in this Ebook.

All links are for information purposes only and are not warranted for content, accuracy or any other implied or explicit purpose.

No part of this may be copied, sold, or used in any way other than what is outlined within this Ebook under any circumstances without express permission from www.letters.org