

# Letters.org

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## BUSINESS SALES LETTER

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## 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)

\_\_\_\_\_

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\_\_\_\_\_

\_\_\_\_\_

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)

\_\_\_\_\_



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