

SALES APPOINTMENT LETTER

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Introduction

Whenever any business deal is carried out business communication becomes the leading edge. This communication can be about fixing the appointments with the client's or providing them with the details of your company or product. The Sales Appointment Letters are used for these purposes. Usually an appointment sales letter is sent in order to get the time slot meeting the clients in accordance with their convenience. The Sales Appointment Letter discusses the time of the meeting with your client in order to introduce and sell your products to them. An appointment can be fixed through these Sales Appointment Letters. The services and business provided by your company can be discussed once more in the Sales Appointment Letter so as to reconfirm them to your clients. The place for fixing the meeting should also be decided.

Sales Appointment Letter Tips

Tips For Writing A Perfect Sales Appointment Letter:

- The letter should clearly confirm the time and venue of the meeting.
- The Sales Appointment Letter should be formal.
- The Sales Appointment Letter should have clear and to the point contents and no misunderstandings should be there.
- Errors should be avoided.
- Clear and simple language should be used.

Sample Sales Appointment Letter

Rachel Robins

Manager

ADP Links Co.

150 St. Mary Road

New Zealand

Sept 09, 2013

Dear Ms Rachel,

This is to re-confirm about our appointment on Wednesday morning at 11:00 AM. We at ABC Ltd. are looking forward for a meeting with you to show you our latest launched product.

As per our earlier conversation we informed you about our latest laptops and the offers prevailing.

ABC Ltd is in this business since last 7 years and shares a good reputé with its customers. Our Products are of best quality and also have an additional warranty period of 2 years. As we have launched a new product we are offering a huge discount of 20% on the market price to our first 20 customers. Our products are available in different colours also. We can assure you a good after sales support also.

We are looking forward for a successful meeting with you.

Yours truly,

Peter Smith

ABC Ltd.

Sales Appointment Letter Template

To,

_____ (name, designation and address of the recipient)

Date _____ (Date of issue of letter)

Dear _____, (name of recipient)

This is to re-confirm about our appointment _____ (mention the date and timings for appointment). We at _____ (introduce your company name and purpose of meeting).

As per our earlier conversation _____ (mention your product, offerings and benefits of your product). Our company _____ (mention the details of your company and your product).

We are looking forward for a successful meeting with you.

Yours truly,

_____ (name, designation and company of the sender).

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