MARKETING INTRODUCTION LETTER

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**Introduction**

A marketing introduction letter may be written by an organization conducting training programs for sales personnel to firms or companies with a reasonably large sales force. A good training program can greatly help a company or business boost their sales by making their sales staff more efficient and proactive. A well-written letter will help you get a contract for conducting training at a particular company.

**Marketing Introduction Letter Tips**

Useful tips for writing a Marketing Introduction Letter:

- Identify yourself/your organization clearly and mention the purpose of your letter
- Talk about how important boosting sales is for their company
- Mention the benefits of a good sales agent training program
- Talk about the time period, structure, and methodology of your training in brief
- Mention the advantages of your system
- Be approachable; mention a number or email where you can be reached for clarification
Sample Marketing Introduction Letter

From,
Rita Trainwell
468 Privet Drive
Godricks Hollow
Date --------- (Date of letter)
To,
XZZ Inc
8989 Markham Place
Yorkville
Dear Sir/Madam,

Sales is a crucial factor for any business and all companies aim for higher sales every year. Having a training program specially for your sales personnel to help them achieve targets and perform better is a great idea.

Our company Trainwell Academy specializes in providing on site training in the fields of marketing and communication to both big corporations and small firms. Our well qualified trainers will conduct the 100-hour course over three months. The methodology involves the use of audio video presentations and interesting activities like mock selling situations, debates and games. This will not only help your staff learn but they will also enjoy. They will receive training in selling approaches, consumer communication and sales management.

You can call us at 90909090 or email us at enquiry@trainwell.com for further details.

We will contact you in a week’s time for confirmation.

Thanking You

Yours Truly

Rita Trainwell
Dear Sir/Madam,

Sales is a crucial factor for any business and all companies aim for higher sales every year. Having a training program specially for your sales personnel to help them achieve targets and perform better is a great idea.

Our company --------------- (company name) specializes in providing -------------(area of expertise) . Our well qualified trainers will conduct the ------(hours) course over ------ (time frame). The methodology involves --------------------------- (methodology in brief). This will not only help your staff learn but they will also enjoy. They will receive training in ---------------- (areas covered).

You can call us at --------- (phone) or email us at ------------ (email id) for further details.

We will contact you again ------ (in how long)

Thanking You
Yours Truly

(Signature and Name)
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