**EFFECTIVE SALES LETTER 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) |