**Effective Sales Letter Example**

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| Jeremy WhiteSales ManagerSimpleBiz CardsElm Oak StreetTribecca CityCalifornia46588-213403/04/2010Kayla GloverProprietorCars for You14 Main StreetTribecca CityCalifornia46588-2129Dear Ms. Kayla,How would you like to see more space in the parking lot of your auto dealership? Well, the solution to that is enclosed with this letter. The smart card which when attached to the services that you provide will ensure increased customer loyalty. But before we tell you about the benefits that you will gain from subscribing to these cards, we would like to thank you for showing an interest in our product.So, what does the SmartCarz card do? SmartCarz card is a customer loyalty and gift card venture, that will increase the sales of your dealership and in the process, generate revenue for you. As you can see on the sample card attached with this letter, we will customize the front of the card to showcase your dealership and create an unparalleled visual identity for you. On the back of the card is a magnetic strip that records details about the client every time he/she swipes it for merchandise or services at your dealership. You can hand out these cards to customers whose business you want to attract and increase. The entire venture is managed using a simple software, that can be enabled on personal computers, if you decide to enter an agreement without company. The best part of the deal is that the cost of buying the system, operating it, and the printing of the cards together will cost you less than one percent of the transaction price of each car that you sell in a year.If you would like to receive any more information about our product or organization, you can visit our website www.simplebiz-smartcarz.com. You can also contact me at the address given above or on the phone number - 0987-3450-432.Thanking you,Yours sincerely(Signature)Jeremy White |