

## Sample Product Sales Letter and Letter of Inquiry

Garden Tools  
12345 Main Street  
Kansas City, MO 64111

September 25, 2002

Jim Thomas  
ABC Hardware  
9654 Metcalf  
Overland Park, KS 66212

Dear Mr. Thomas:

Are your customers complaining of having sore backs when raking leaves? Are you aware that 90% of all homeowners incur back injuries while doing yard work? How can you help them? It s simple. Provide them with the new **EZ Rake**.

Our claw-action mechanism will reduce back pain by eliminating the need to bend over to pick up leaves.

Homeowners, as well as professional landscapers will benefit from this product.

This is the most durable and usable design on the market today.

Your customers will have our money back guarantee.

Call us at our toll free number before October 31, 2002 and get 30% off your first order. Mr. Thomas, don t hesitate. You will want to be the first store to have the **EZ Rake** on your shelf.

Sincerely,

Susan Myers

Susan Myers  
Sales Manager

**Annotation:** This product sales letter begins with questions to grab the reader s interest. The writer also makes use of highlighting techniques to draw attention to the product name. Finally, the letter concludes with a call to action that provides an incentive for the reader to respond quickly.

ABC Hardware  
9654 Metcalf  
Overland Park, KS 66212

October 2, 2002

Susan Meyers  
12345 Main Street  
Kansas City, MO 64111

Dear Ms. Myers:

Thank you for your sales letter regarding the new EZ Rake. With autumn approaching, we are in need of a new product that customers might enjoy. However, before we make any decisions, we would like to have a few questions answered.

1. What is the wholesale cost of the EZ Rake?
2. What type of warranty is involved?
3. You mentioned durability. What type of material is the rake made of?
4. Will you offer a variety of colors, and if so, what colors are available?
5. When will you be able to deliver these rakes to our store?

Please respond to these questions by October 20. After reviewing your response, I will present a proposal to my Sales Manager at our quarterly meeting in November.

Sincerely,

Jim Thomas

Jim Thomas

**Annotation:** This letter of inquiry — written in response to the sales letter above — opens with a clear introduction that explains the purpose behind the letter. The questions in the discussion section are specific and clearly worded. Finally, the letter concludes with a due date for the reader, along with an explanation for why this date is important.