

# Sales Promotion Letter

## √ How to begin a Sales Promotion Letter?

### 1. A Striking statement.

- For e.g. save 45% on your monthly purchase of household goods.
- Here is the new fuel that costs half the ordinary fuel but burns twice as long.
- You can earn an extra amt. of 500 Rs. Per month if you -----  
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- A vital message to everyone who wants his dreams must come true.

### 2. A startling offer

For e.g.,

- Here is a book we consider so imp. that we will send you a copy to read for 10 days. – At no risk on your part.
- Here is a secret that will help you keep yourself slim & slender.
- Invest 500 Rs. a year in this greenwood stocks. Retire with 50,000 Rs. in 10 years.

### 3. Offering a gift or a bribe for listening.

For e.g.,

- Free for you – A Park Avenue tie set, if you purchase smartest suiting & shirting from 'Raymond'.
- Here is – Your free copy of femina. All that you have to do is to tick your opinion on the enclosed postage free card & send it today.

### 4. Using the “you are special” approach.

For e.g.,

- This letter is for the smartest girl in your office i.e. –
- There are certain people whom we are glad to welcome as special customers - & you are one of them.
- We know you are one of those who choose the best – we are sure our now range of Raybans will bring the world marvelous to your lips.

### 5. Using ‘if ..... & when .....’ approach or openings.

For e.g.,

- If you want to become an ideal house wife, consider the following  
.....
- When your husband comes home with a fired face .....
- If your car breaks are failing you at crucial moments .....

6. Asking or offering a favour.
  - May I ask a favour of you. – the kind of favour I would not mind doing if I were in your place?
  - May be take a moment of your time this morning?
7. Asking a question  
For e.g.,
  - Is increasing electricity bill troubling you?
  - Did you enjoy your holiday last summer?
  - When you buy a pressure cooker what points do you consider?
8. Using quotation from a well known person
9. Quoting a proverb or epigram
10. Starting with a parable
11. Educating & convincing the prospective buyer.

The writer should give a full description of what he is offering. This can of course be done only with the full knowledge of the product. An important thing to remember is that the body of the letter should dwell on the product in such a way that it tells the reader how it is beneficial to him.

Education & conviction are gained through guarantee, free samples, and free trials. Testimonials reference to reputed users etc.

12. Stimulating desire

Having told about the goods or service or proposition, the correspondent should now arouse in the prospective buyer the desire to buy the product. Arousing desire is one of the very important function of a sales letter.

13. Securing action

This is the most important part of the sales letter. The attention gained the interest arouse the education & conviction achieved & the desire created will all be in vain if the conclusion does not induce or motivate the reader fall a definite course of action. The conclusion urges the reader to instant actions.

Many devices are used to secure prompt action from the reader.

For e.g.,

- Limited time or quantity offered.
- Offering discount
- Giving notice of increasing price.

✓ Example of a sales promotion letter of a product oxford study materials.

Oxford Study Center  
Oxford Study Materials  
C. G. Road  
Ahmedabad – 25

9 sept. 99'

Mr. S. M. Shah  
Ashirwad Flats  
Near Swastik Dairy  
Baroda – 42

Dear Friend,

Congratulations for securing an immense success in your first B.B.A.. We know you are one of those who would always top in any field.

We are also aware of the fact that in the student life what sorts of difficulties you will be encountering.

For there are six or seven subjects to weigh them equally. Some unknown topics should be justified from point to point. Authentic books are not available in the market and examinations are scheduled on regular intervals. Really all this makes you lose your sleep of nights.

But we assure you that how you will not have to worry about the books that are not available or those unknown topics. For we are presenting you a promising oxford study materials, which is prepared by the experts of the field. Moreover, the material is prepared from purely examination view points.

The material covers all the prescribed topics of the syllabus of S.Y.B.B.A. Each topic is discussed in detail and the keys to remember the topics are also given in separate boxes.

Bhavesh Patel, who topped the university in S.Y.B.B.A. last year says “The secret of my success is oxford study material. As the material is prepared by experienced experts, I did not have to waste my time in collecting different books & prepare notes”

Oxford study material is available at our branch office in your town. All that you have to do is to book your copy at earlier date. As the copies are limited, book your copy today and secure your success.

Yours Faithfully,

For oxford study materials

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(Marketing executive)

√ Paradise auto insurance

Paradise auto insurance ltd,  
Opp, bus station  
Navrangpura  
Ahmedabad.

15 Sept. 1999

Mr. Vivek Mishra  
42, Galaxy Street  
“Mini Villa”  
Ahmedabad

Dear Sir,

Are you paying too much for automobile insurance?

Your car costs you plenty – to buy, to run and to service. Why pay more than you should for insurance?

We would like to help you cut your insurance costs now.

Paradise auto insurance co. is an independent full service automobile insurance agency dedicated not only to finding you the lowest priced auto insurance but the coverage that is tailor made for you, the coverage that gives you what you want.

Nothing more. Nothing less.

Paradise auto insurance co. has secured the community of your town for 33 years. We would be pleased to add you to our family of satisfied customers. Folks who would not think of paying more than necessary to insure their cars.

Why not let us help you? Use the enclosed reply card or give us a call at 2892523 Today.

Sincerely yours,

\_\_\_\_\_  
(Marketing man)

For Paradise auto insurance co.

√ Life insurance

Jeevan Sanchay Policy  
Akashganga complex  
Near Bus station  
Ahmedabad

15 – 9 – 1999

Mr. S. p> Shastri  
D.S.P. Office  
Ahmedabad

Dear Sir,

Find a photo of you and your family. Look at it.

Now imagine yourself out of that picture

What is going to happen to your family?

You work hard to provide, for your family, to see, to it that they get the very best. Let us work with you to make certain that your family continues to get the best even if you are no longer there to provide for them.

For last 50 years our co., has helped the folks of the Indian community face life's hardest moments. Let us help you now. Why not have a talk with us? Please use the enclosed reply and or give us a call at 2821525 today.

Yours Sincerely

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(Field Officer)  
For Jeevan Sanchar

v Cosmetics

Sunrise Cosmetics (Pvt.) Ltd.  
13 – C/505  
Aditya building  
Navarangpura  
Ahmedabad

Date : 16 – 9 – 99

Miss Gitali Dutta  
9, 'Git' Villa  
Adishwar nagar  
Nr. C. G. Road  
Ahmedabad

Dear Miss Gitali,

“Is there anything more beautiful than you in this world?” your “Passing by” Keeps everyone around thinking ‘what makes you charming, decent and cute?’

But everyone of your age is always harassed by some occasional pimples on face. Isn't it? They may leave permanent dots on your face and spoil the daily charms you pass.

I believe one should not ignore even tiny pimples especially a professional personality like you should never.

But you need not loose your sleep over this. For we are introducing a latest face scrub in the market tomorrow. Sunrise face scrub is (manufactured) prepared on strict scientific measures and fulfills all the requirements of skin nourishment. It has already been tested. So there is no danger of any reaction on your skin.

It leaves no side effects on your ‘delicate skin.’

It is easy to use. Just take a capful scrub on your face. Rub it for 5 minutes and wash your face. Sunrise scrub reaches up to the root of your pimples and heals them from the very root. It also nourishes the skin to produce new cells. This treatment removes all the pimples from root and helps you keep your face bright and charming.

I think sunrise scrub will definitely interest you. I herewith send your ‘free sample’ – with no sense of obligation. Please try it and let us know your opinion about it.

I look forward to serving you.

Yours Caringly

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(Sales manager)  
(For Sunrise Cosmetics)

P.S.

Please fill up the postage free response form enclosed and send us immediately.  
May we request you to fill up the .....