Dear _____:

This is my favorite kind of letter. How many letters have I had to write over the years advising you of a price increase? Why, you ask, am I so happy? Read on.

This is to advise you that, for a limited period of time, we are reducing prices on certain items in our catalog. Take a moment to review the enclosed catalog. I have circled in red ink the items that are temporarily reduced.

What an opportunity!

Please take advantage of these prices. If you wish to order large quantities, or stagger shipments, give me a call and we will try to work out mutually acceptable terms and conditions.

In any event, get your order in, as these prices are only in effect until [date]

I do enjoy writing this type of letter. Thank you in advance for your order.

Sincerely,