**Sales Letters**

You and your group are working for a group of college students who want to start a house painting business for the summer. They want to stay in the local area so that they can keep travel costs low. They are willing to paint interior and exteriors. They want to advertise with door-to-door letters and with letters that they can hang up on local services boards. This letter needs to grab peoples’ attention quickly, and make them consider spending money that they had not thought about. After designing your letter head, put together a letter that addresses the audience’s values.

Samples

10.11 A sales letter

Before writing the adjustment letters, answer the following questions.

1. To whom are you writing? What is their relationship to you?

Who are your potential customers? Businesses that need painting. What geographic area Barry, Calhoun, Kalamazoo Counties? What must they have/need? New or updated painting

Known? Yes Unknown? Yes Word of mouth? Name of Businesses we have painted

1. What are your potential customers’ needs? Get ready for winter season. How can you convince them these needs are important? Their customers will want to spend more time in their stores and return. How can you convince them that you can meet them? Quality work they have had from us before.

They need something painted? Quality look that is easy to maintain. They need something repaired/patched/filled/replaced? Can do minor drywall repairs otherwise recommend contractor. What is the benefit to them? Quality look easy to maintain. What examples of similar work have you done? What we did for them in the past. What kinds of things do you specialize in? Businesses Who else do you work with? Kalamazoo Contracting group.

1. What would a potential customer have to know before contacting the student painters?

Who you are? Leaffrey Painting

What you can do? Quality paint

What products you use? Long lasting paint – Brands ----

Warrantee? Insured?

Reviews? Link to website of Top business in the area that we have painted for

Cost/estimate?

How to contact you? Phone/Website

How to schedule? Phone/Website

1. What would your customers value? Easy maintenance low cost. How can you add this to your letter?

List value words you want associated with your company.

1. What selling words do you not want them to miss?

List sales terms?

After writing the adjustment letters, answer the following questions.

1. Cite parts of this letter that you feel are persuasive.
2. What benefits and facts did you give to prove the need to your reader?
3. In what ways does the sales letter differ from the claim letter and the adjustment letter?
4. In what ways did you have to modify the letter format to make this letter work?

Hand-in

1. Final draft sales letter
2. Response questions
3. Letter head
4. Scoring sheet

Intro I know you need

Start with one of these

When was the last time -----------------?

How often have you --------------------?

What -------------have you been planning?

Fact

Most contractors suggest repainting the exterior of a home every ------.

Recommendation

During these last few weeks of fall, Prepare your home for the harsh winter by ---------------.

Body I am

We at ------------- have been/can/are ready to -------------------

Body I can

Our services include -------------.

Can be a bulleted list

Conclusion call me now

For the next, ------------------

We are offering ------------------.

In response to ---------, we have decided-------------------

If you --------------------, you can/will ----------------------

August 12, 2016

Ali Jen Manager

Circuit City

7 Tyler Place

Portage, MI 49024

With the upcoming holiday season it is time to prepare your business to be a welcoming place for your customers. For many businesses, the holiday season is when they receive 50% of their yearly sales. The appearance of your business has a direct impact on your sales. A study performed by M/A/R/C Research on 30,000 shoppers, found that the negative appearance of a store would cause 29% of shoppers to purchase fewer items at the store and 14% of shoppers to stop visiting the store. Your business having worn, dirty, or unattractively painted walls will have a negative impact on your sales this holiday season.

Leaffrey Painting can make your businesses an attractive place for your customers to shop. Leaffrey Painting has improved the appearance of small businesses, R.C. Toy Hut, to businesses as large as JCPenney. As certified members of the Portage Remodeling Group, Leaffrey Painting has working partnerships with the top interior designers and contractors in the Portage area. No matter the size of your business Leaffrey Painting is waiting to help improve your appearance.

Leaffrey Painting will consult with you, at your business, to determine if your business needs a simple touch up paint job to a complete remodeling. During the consultation Leaffrey Painting will give you a written estimate of the cost to create an attractive place for your customers to shop.

Call us at (269)-555-12345, by September 1, 2016 for a free consultant and your first 5 gallons of paint will be free when choosing Leaffrey Painting for your Business.

Thank you,

Jeffrey Martin

Sales Manager

**Sales Letters**

Evaluation

4 requirements are met, and the work is ready to use as is

3 requirements are met; the work is usable, but could be improved

2 most requirements are met, and the work has the potential to be used after modification and/or revision

1 some requirements are met, but many modifications and/or much revision is needed to make this work usable

0 requirements are not met

Unity

* The work as a whole is focused and free from irrelevant detail.
* Ethos is consistent throughout the letter.

Coherence

* Work is logically organized using a persuasive approach.
* Transitions stress the connection between ideas and the line of thinking.

Support

* Company’s services are clearly stated.
* Specific facts that appeal to the senses are used.
* Information is complete and accurate.
* Specific details support the main ideas.
* Unfamiliar terms are defined.

Style

* Tone is appropriate and stresses the “you” attitude.
* Wording and phrasing persuasive, yet simple and direct.
* Terminology is used consistently.
* Letter is formatted properly.
* Letter head page design is pleasing and appropriate.

Grammar and Sentence Structure

* Conventional grammar, spelling, and punctuation are used.
* Sentences are varied and reflect the proper use of pronouns, modifiers, subject-verb agreement, and tenses.
* Run-on and fragmented sentences are eliminated.