**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 ---------------.

Now is time to prepare your business for the holiday season. How your business looks impacts sales directly. A study done by M/A/R/C Research showed that 29% of customers reduce the amount of items purchased and 14% of customers would stop shopping at a store if it did not meet their expectations of appearance, especially cleanliness.

Body I am

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

Leaffrey Painting is ready to make your business ready for the holiday buying season.

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 ----------------------

**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.