Manger to Sales Staff Draft Memorandum

I want to share with you a new promotional product that has come to my attention which I encourage you to consider as a closing gift to clients. The product is a custom address stamp that serves a dual purpose as a thoughtful thank you gift for your valued clients and a marketing tool that keeps your name present in their mind for years to come.

The gift is called Peerless™…The Number One Hand Stamp™. The supplier advises that it is a premier quality, pre-inked stamp with your client’s name and new address. Your contact information is on both sides of the stamp’s combination dust cover/desk tray and can be viewed every time the stamp is used. Since the stamp has been tested to last for at least 20,000 impressions, your information will be viewed many times—aiding your efforts in obtaining repeat business and referrals.

It appears to be simple and quick to order the stamps online. Go to the website ([www.peerlesstamp.com](http://www.peerlesstamp.com)), choose a format then enter your client’s name and address. The stamp is shipped in 48 hours or less and comes gift-boxed complete with bow, ready to present.

Priced at $34.95. Let me remind you that business gifts can take a $25.00 Federal tax deduction. Doing so makes your cost $14.85 as opposed to regular $39.85 and includes delivery.

I suggest that each of you order one for your next closing. The company has provided me with a demonstration stamp that you can examine. I personally think you will find that it is a unique closing gift and a clever way for your clients to keep your name and contact information for as long as they own their home.

By trying this product we can determine our client’s reaction. Given a positive response, we could decide if it should be considered for every transaction as a primary or secondary closing gift.