**LOST CLIENT RETIEVAL LETTER**

*Hi all,*

*Should you work on a client that is a good booking and they decide not to book at last minute when most of the work is done (and you know they are shopping elsewhere) let me know ASAP.*

*I will send them this letter and see if we can put a guilt trip on them*

Dear XX,

I thank you for the opportunity you have afforded South Africa 365 thus far on quoting on your holiday requirements. I have discussed your booking in full with Bernelle and overseen your file progress from original contact on xxFebruary 2009.

I realize that you are now at a crossroads in your decision making, and assure you that we remain committed obtaining your business and providing you with top class travel services. Due to the resources that we have already committed to this booking, I thus request you afford us the opportunity to quote against any competitor that may also be pitching for the work. We are confident that when comparing apples with apples, you will note that our service and pricing is unmatched and you will be making the right decision by booking with us

Kind regards,

Marcus Brain