



BAHRIA UNIVERSITY (KARACHI CAMPUS)

Communication Skills (HSS- 118)

Assignment 04

Spring 2023

Class: BSE 2B

Course Instructor: Sir ADNAN AHMED

Assignment Date: 31 May 2023

Student Name: ABDULLAH

Shift: Morning

Due Date: 07 June 2023

Marks: 05 Points

Registration #: 81962

Question: Differentiate between sales letters and Sales promotion letters.

Answer:

Sales Letters	Sales Promotion Letters
Sales letters are primarily used to introduce a product, service, or company to potential customers, with the aim of generating interest and persuading them to make a purchase. The main goal is to sell a product or service directly.	Sales promotion letters are used to inform existing customers or prospects about specific promotions, discounts, special offers, or events related to a product or service. The primary goal is to encourage immediate action or purchase.
Sales letters provide detailed information about the features, benefits, and unique selling propositions of a product or service. They often include testimonials, customer reviews, and compelling offers to entice the reader.	Sales promotion letters focus on the promotional aspect of a product or service. They emphasize limited-time offers, exclusive deals, bundled packages, or other incentives to create a sense of urgency and motivate the recipient to take advantage of the promotion.
Sales letters are typically sent to a targeted list of potential customers who have shown some interest or are part of the company's customer database. The goal is to convert leads into actual buyers.	Sales promotion letters are typically sent to existing customers, subscribers, or a broader audience to stimulate repeat purchases or attract new customers through promotional deals.
Sales letters are usually personalized and addressed directly to the recipient. They can be sent via traditional mail or electronically via email or online platforms.	Sales promotion letters can be sent through various channels, including direct mail, email campaigns, social media, or SMS/text messages. The chosen format depends on the target audience and the most effective means of reaching them.