**BAHRIA UNIVERSITY (KARACHI CAMPUS**)

**Communication Skills (HSS- 118)**

**Assignment 04**

**Spring 2023**

**Class: BSE 2B Shift: Morning**

**Course Instructor: Sir ADNAN AHMED Due Date: 07 June 2023**

**Assignment Date: 31 May 2023 Marks: 05 Points**

**Student Name: ABDULLAH Registration #: 81962**



Question: Differentiate between sales letters and Sales promotion letters.

Answer:

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| Sales Letters | Sales Promotion Letters |
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| 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. |
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