Differentiate between sales letters and Sales promotion letters

Sales Promotion Letters

These are same as sales letters, but they are different from them. The main purpose of sales promotion letters is to attain the higher turnover. They increase the expansion of market size as well as increase the product image.

Personal Selling is an element of promotional mix, where salesman visits the customer and displays the goods to initiate the purchase. Sales Promotion is a tool used to stimulate sales by employing incentive element to attract customers.

A sales letter is a short marketing letter used to promote a product or service. It is often written with the goal of inspiring the desire in the target audience to buy the advertised product or service. It is most often sent to potential and devoted customers or even potential investors.

A sales letter is a form of direct marketing that's designed to attract potential customers to your product or service. It tells new prospects who you are and how your company can benefit them.

Personal Selling and Sales Promotion is defined as the range of activities that communicate the benefits of the product to the potential buyers, so as to attract and instigate them to buy it. It includes activities like direct marketing, sales promotion, personal selling, advertising and public relation. All of these are considered as a sales push strategy. Personal Selling is described as a promotional tool whereby a sales representative, presents the product before the potential customers and informs them about its quality and functioning by directly visiting them.