Sales promotion letter is written to push the sales of any product or services. These are the advertisement letters that are written to draw the attention of the purchasers towards the promoted product and to boost sales. These letters carry the points regarding the merchandise and also describe its profits. The Sales Promotion letters ought to additionally mention that the promoted product or services are best and overshadow the opposite contestant. These letters are written in the professional form and tend to make a positive impression. This letter is usually formal and contains product description and its costs. These letters are used for the sale of product and services. It acts as an ideal tool for the sale of the product.

The Sales promotion letters are written to attract customers to a new offer/contest/sweepstakes or any other promotion the company is undertaking. The main purpose of writing this letter is to gain maximum revenue by initiating action from the customer’s end.

Sales Promotion Letter Writing Tips

* These letters should be highly professional.
* These letters should be formal.
* The letter is written to appeal to the customers about a latest offer or product.
* It must not contain any irrelevant information.
* The letter should be typed and not handwritten.

Sales Promotion Letter Template

Use our free Sales Promotion Letter to help you get started. If you need additional help or more To,  
\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (name address of the recipient)  
\_\_\_\_\_\_\_\_\_\_\_\_\_  
\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
\_\_\_\_\_\_\_\_\_\_\_\_\_

Respected Sir,

We are proud to introduce \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (introduce your company and products). Our products are of fine quality.

We are in this business ­­­­­­­­­­­­­­­­­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_( provide history of your company and product details)

Our sales team is available to show you some samples. We are sure that you will be satisfied with the quality and range of our products.

Looking forward to your positive response

Thank You

Yours sincerely,  
\_\_

examples check out some of the sample letters below.