

Patents - an Introduction.

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Description: -

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Notes: 1

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Introductory Sales Letters

The overall length is 3. This type of introductory letter is ideal for new sales situations when you need to generate some sales leads and enquiries before you know your products and markets in great detail, and need to get something moving. The overall length is 13.

Introductory Sales Letters

The overall length is 12.

Basic Search

Generally three short paragraphs of 'body-copy' suffice.

Introductory Sales Letters

The overall length is 5. In 1937 six more sizes were added, and in 1939 an additional four sizes were offered. Preferably research your prospects first to understand something about them, and especially to find the name and address details for the relevant decision-maker.

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The figures below will explore all of these styles, beginning with the single-offset wrenches. Remember that your letter will be competing with perhaps ten, twenty, or even fifty sales letters received every day, sent by sales-people people hoping to gain your target's attention. If it fits with the tone and style of the communication, a good 'P'.

Snap

According to the 1935 Snap-on catalog, the new wrenches were made possible by the development of a high-carbon alloy steel, which allowed a thinner and lighter design without compromising strength. Think how you treat unsolicited letters that you receive.

Introductory Sales Letters

The overall length is 9. This wrench provides a good example of the polished chrome finish and marking style in use during the early 1940s. There can be risks in using direct references to the target's competitors, so be careful - it's more acceptable in aggressively competitive markets - less so in more conservative sectors.

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