

Sales Letters and Complaint Letters

A sales letter is a letter written to advertise and ultimately sell a product or service to consumers. These types of letters are meant for generating business. It is also known as Letter of Sale, Marketing Sales Letter and Business Sales Letter. This letter is directly sent to customers so it is also known as direct mail.

The sales letter is a marketing strategy often used by companies that do not have the budget to advertise their product / service through television or other means. They are also used by certain organizations whose mode of operation is specifically through mail order only. A number of companies use them to inform their loyal customers about special offers and discounts. A sales paper mail is different from an electronic one, both in presentation and in format. The latter one will be more graphical and the former one will be more textual. However, there is no hard and fast rule, and one can stick to a certain format that works best for the business.

Objectives of Sales Letter

- A sales letter aims to reach the reader to buy the product.
- Introduction and commercialization of new products and services.
- To reach potential customers.
- Expansion of market.

Advantages of Sales letter

- A sales letter is less expensive.
- Reach a client where a salesman cannot.
- Reach a number of clients all at the same time.
- Ease of understanding and availability of full details.
- More convenient, efficient, and comprehensive.

Tips for writing Sales Letter

- 1.** Be clear about what you are offering.
- 2.** Introduce yourself as well as the product properly.
- 3.** Present the ideas in a way that forces the reader to take positive action.
- 4.** Choose your words according to the target audience.
- 5.** Use of font styles, font sizes, bullets, numbering, etc.
- 6.** Use a proper headline.
- 7.** Use an appropriate salutation.
- 8.** Select suitable closing lines.
- 9.** Adequate and complete details of the product and availability.
- 10.** Avoid being clever and funny.
- 11.** Have a simple and convincing tone.
- 12.** Include your name, signature, and other contact details.
- 13.** Do not use fancy words.
- 14.** Avoid creation of confusions and uncertainty.
- 15.** Always revise the letter before sending.

SALES LETTER

FORMAT

Your Name

Name of your organization

Address

Date

Name of client

Client's address

Salutation

1st Paragraph - Introduction to product / service.

2nd Paragraph - Benefits and usage of product

3rd Paragraph - Will include contact details.

Valediction / Goodbye

Yours Sincerely,

(Your Name)

Types of Sales Letters

A sales letter has a specific purpose to fulfill. The various purposes may be the introduction of a new product or service, take advantage of new offers, sell incentives, etc. here are some common types of sales letter

1. Introductory

This letter is written to the customers or consumers to give them an introduction of the company and product. These letters should focus on explaining the benefits of product to the customers. They must grab people's attention, build interest and call to action.

2. Product update

These letters describe the benefits of new product over the older one. Other details, such as a limited purchase and discount period, may also be included.

3. Selling incentive

Promote existing products among current clients. This type of letter must generate a certain emotion among the reader to buy the product.

4. Thank you

A sender writes this letter to thank customers for being part of the business. Show customer value. A brief mention is made about the availability of the product to the customer.

5. Invitation

It is an invitation to customers for any celebration. This helps clients feel important.

Complaint Letter

How many times has it happened that you bought a product and it turned out to be defective? How many times did you take advantage of a public service and remain unsatisfied? Or did you ever notice any troublesome practice in a public place? What do you do in such situations? Most of the time, we do not take any action in such situations because the problem does not receive the attention it deserves and therefore negligence increases.

The most common way to tackle such problems and make sure your voice is heard is to write a letter to the concerned authorities. Sometimes the partner organization may not be aware of the problematic issues that make it an urgent need for time to report them.

A letter of complaint is a type of letter written to address any type of irregularity, crime, grievance, resentment that arises from a product, service, etc. It is used to express your concern about unfair things and to seek a productive result. It is a fundamental right and duty of a citizen to seek justice derived from any injustice, and the first step to achieve it is to file a Complaint. It inspires other troubled consumers, influences concerned authorities to take appropriate action, and makes defaulters more responsible, accountable, and responsive.

Reasons for writing a Complaint letter

1. Incomplete or defective order.
2. Abnormal delay in shipping shipment.
3. The goods arrive damaged.
4. Products are different from orders.
5. Quantity of goods is not what was ordered.
6. Goods are delivered to the wrong address.
7. Work performed is unsatisfactory.
8. Misbehavior of staff or vendor.
9. Error preparing the invoice.
10. Defective packaging that could cause damage to goods in transit.
11. Errors on an invoice or payment reminders after the invoice has been paid, etc.
12. Others:
 - Do the wrong thing in public,
 - Hasty handling of DTC controllers,
 - Poor treatment of stray dogs etc.

PROMOTION LETTER
FORMAT

Date (on which the letter was written)
Name (Employee's Name)
Company
Employee ID
Subject
Dear (Employee's Name)
Congratulations!

[BODY]

Sincerely,
[Signature of authorized person]
[Name of the authorized person]
[Designation of authorized person]

Tips for writing a Complaint Letter

1. Although the reason for the complaint letter is to vent your complaint and frustration, it is imperative that you use a courteous and simple tone. Try to be formal and avoid using offensive and disrespectful words.
2. Give a proper introduction about yourself.
3. Purpose of letter should be clear and specific.
4. Don't stray from the topic and write to the point.

5. Make sure you double check for grammatical accuracy and spellings.

You may want to send your letter by certified mail and request an acknowledgment of receipt. That way, you will have proof that the company received your letter and who signed it.

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