# Salesman Letter of Introduction

**GLOBAL LAWNMOWERS & SPARES**

**1233 LAKEVIEW TERRENCE**

**SOMEWHERE, USA 54322-4421**

Dear Global Lawnmowers & Spares new customer

The following letter is an introduction on behalf of Global Lawnmowers & Spares. My name is Richard Humphrey and I am the Sales Manager. I have been selling lawnmowers, and spare parts in Prince land, Virginia and Washington D.C. area since 2010.

Global Lawnmowers & Spares is a fully licensed and insured in Prince land, Virginia and Washington D.C. In addition to having all the necessary lawn mowing equipment including string trimmers, edger’s, blower/vacuum, and lawn spreader, we also have lawn mowers. At present, we have a variety of lawn mowers, which include electric, cordless, push, and self-propelled lawn mowers. Just three weeks ago, we procured 200 units of high-quality lawn mowers. These lawn mowers are brand new and are barely a month old. Since you have been relying on renting a lawn mower to care for your lawn, we considered that you might perhaps have an interest in securing a lawn mower of your own. For only $75 each month for one year, you can now own a high-quality lawn mower.

We provide full pre-sales and after-sales service to all our customers. We have a dedicated and well-trained team of lawn mower technicians who have the technical know-how and experience of lawnmower maintenance. Our approach has been to understand customers’ requirements and come up with solutions that meet those requirements. We ensure that we do all these economically and deliver the appropriate solutions timely while maintaining quality.

Our company is in the business of providing the best lawnmowers and parts and all the services needed to maintain a lawnmower. Having been in business for over 50 years, we have the experience and confidence in supplying both small-scale and large-scale orders smoothly. We have specialized service centers in many parts of Princeland, Virginia and Washington D.C., and we are expanding our network to other areas such as Florida and Texas. The quality standards of our company are unmatched to that of any other company in this industry. Therefore, we want to inform you to be our customer to enjoy the services we provide to all our customers. We are offering flat 20% discount in all our products including the lawnmowers.

To have your lawnmower, kindly fill out the form enclosed. You can pay either by cash or credit card, or we can send you a bill to any address of your preference. You can get your lawnmower within three business days from the date you place your order. If you are not satisfied with the lawnmower, send it back to us within 90 days from the time of its purchase, and we will give you back all your money.

Kindly let me know by July 30th if you decide to make a purchase. There are only a few units left, and these are only sold to customers upon receiving payment. If you are interested in any of our products, please don’t hesitate to contact us to discuss further steps.

Respectfully  
Richard Humphrey

Sales Manager