# Sales Letter Sample

Sahara Vacuums                                                                                              May 23, 2012  
123 Sail Road,  
Lahore, Pakistan 848499

Dear Reader,

We have the perfect cleaning device for you, providing you with comfort along with cleanliness. Without a sound and with an aqua filter installed in it, the Sahara Vacuum is the family-compatible vacuum. The Sahara Vacuum saves all the dirt in the bag installed in the machine. When the bag is full, a red light lights up with a beep sound to alert you so that the bag does not overflow. The filter installed will save the dust from polluting the environment and you can safely clean without any problem.

With today’s economic situation, you want to save money for a lot of things that you wish to buy. You can now save up to 30% on every purchase of Sahara Vacuums. We work very hard to bring you the best quality and a brand name product at the best price possible.

We are also providing incentives to our first 100 customers. You can win guaranteed, exciting prizes like an iPhone 5, a Samsung Galaxy 5, a 5 day trip to Turkey and a lot more. So come first, come all, and grab your chance to get lucky and win! We are enclosing a brochure along with a letter and giving you an opportunity to become a member of Sahara Vacuum. Every member will get a 20% discount on our product. Join us today by calling 2-949-345-354, sign up on our website or visit our local stores at:

Sahara Vacuums  
5345 Park Street  
Lahore, Pakistan

We hope to see you soon in our store!

Sincerely,  
John Doe  
CEO

Sahara Vacuums  
P.O. Box 79436  
Lahore, Pakistan

Enclosed: Member Benefits Brochure