# How to Write Successful Sales Letters

**BY SELLING POWER EDITORS  •  FEBRUARY 2, 2010**

Like the art of conversation, the art of letter writing is fast becoming an elitist sport successfully performed by only a few highly paid professionals. In fact, writing sales letters is a job that most sales professionals equate with root canal surgery. But consider this: the sales letter that gets results in the form of appointments, responses, or qualified leads, can make the selling job smoother, easier, and most important, more lucrative. The sales letter, properly composed, can increase sales. In a nutshell, that’s a good enough reason to learn to write a basic sales letter. Below are a variety of sample sales letters.

The sales letters below have been reprinted from *Sales Manager’s Model Letters Desk Book*by Hal Fahner and Morris E. Miller, Parker Publishing, and *Sales Lead Getting Letter Book* by Luther A. Brock, Prentice-Hall. Reprinted by permission of the publisher.

A Letter That Locks in the Sale

Dear \_\_\_\_\_\_\_\_\_\_\_\_\_\_

Thank you for your recent order. It is always a pleasure to do business again with a valued customer.

I hope it means that our team of salespeople, office staff and service and rental personnel understand you and your organization and are delivering our product to you in a way and at a price that is comfortable for you.

Please continue to take advantage of the many ways in which we can assist you and feel free to call me whenever I may personally be of help to you.

Our goal is to merit the right to do continual and increasing business with you.

Thank you again for your recent order.

Sincerely,