To,

[Name of Recipient]

[Designation of Recipient]

[Recipient’s Company Name]

Date:

**Subject: Selling Incentives Sales Letter**

Dear Mr./Mrs. [name of the Recipient],

Being in business with a reputable organization such as yours, is a great pleasure. Undoubtedly, you are one of the best manufacturers of air conditioners. Your company never compromises on high quality of the product and providing excellent customer services.

I am writing this letter to introduce you to our latest D.C Inverter Air Conditioner that we developed using finest quality of copper and best quality of silicon inverter circuit boards. Our air conditioner is very cost effective and furthermore, it saves 50% of electricity consumption as compared to the standard air conditioner. As the product has been introduced recently, we are offering an incentive discount of 40% on it.

For further details or queries, feel free to contact me through the given below contact details.

Yours Sincerely,

[Sender Name]

[Sender Signature]

[Sender Designation]

[Sender Contact Details]