Sample Sales Letter Format

From:  
\_\_\_\_\_\_\_\_\_\_\_\_\_\_(Name of the writer and company with address)  
\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

To:  
\_\_\_\_\_\_\_\_\_\_\_ (Name, designation and company of recipient)  
\_\_\_\_\_\_\_\_\_\_\_\_  
\_\_\_\_\_\_\_\_\_\_\_\_

Date \_\_\_\_\_\_\_\_\_\_\_\_

Dear Sir/Madam,

It is my pleasure to introduce our \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (introduce your company). We are in the business \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (mention your business field and years of experience). We are glad to inform you about the good quality and the good reputation that we enjoy in the market. It will be our pleasure to provide you the products that meet your needs at reasonable prices.

On [mention the date], we are launching \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(introduce new product and quote the price). It carries\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_( mention the features). You will get the best deal in the market with us.

For further details and demonstrations, please feel free to contact our customer relationship manager at \_\_\_\_\_\_\_\_\_ (email address or phone number). Looking forward for a positive response from your side.

Thanking You.

Sincerely,  
\_\_\_\_\_\_\_\_\_\_(name of the sender and his company)