

Writing a Good Sales Letter

It's only junk mail if that is how you approach it! Take a few steps to be sure it gets read!



USE LETTERHEAD!

Customize your letters and send them on your letterhead! Be sure to include all contact information on your letterhead such as your e-mail address and fax number.

INCLUDE A VALUABLE INCENTIVE

A waived application fee isn't going to get anyone's attention. Be sure you have come up with a worthwhile incentive for new residents and detail it here.

AVOID STALE WORDS

Stale words aren't heard by your reader - get to the point and don't be too wordy. Avoid slogans they won't believe or have heard before.

SPELL CHECK

Accuracy and professionalism are crucial!

BE BRIEF

Don't waste their time - get your point across succinctly.

FOCUS ON A FEW KEY BULLETS

List a few amenities or services that will specifically appeal to a business clientele. Remember that they can see your brochure or visit you online for specific apartment details, focus on what is going to make their life easier for coming home to your community.

The Apartment Guy

Professional Seminars Property Marketing

Sample Sales Letter



August 30, 2005

Cammy Hollis
Director of Recruitment
Steiner/Klaussen Architectural Consultants
3910 Kings Avenue West, Suite 8
Billings, MT 59102

Dear Ms. Hollis:

I am writing to introduce you to my apartment community, Mountain View. I know that you handle recruitment and employees to Mountain View. We are a perfect place for your new employees to call home for a variety of reasons.

- An executive business center, conveniently open 24 hours a day, is available for that late night fax, copy or conference call. We even offer a board room for an impromptu Saturday strategy session.
 - Our lighted, 3.2 mile jogging trail circles the property and is an excellent path to experience the beauty of our location alongside a tranquil nature preserve and within view of the majestic Beartooth mountains to the west of Billings.
 - Our location is nestled among the pines in Laurel, but is just I-90 and 64th Street West.
 - We offer custom-tailored lease terms for any employee of your firm. Two months, 36 weeks whatever your needs, we will gladly accommodate you at Mountain View.
 - In addition to all of the expected amenities, we also offer concierge services and maid service at no additional fee. This can keep your new recruits focused on the job at hand.
- Lastly, we have designed a referral program for employees of Steiner/Klaussen. Any employee that comes into Mountain View with the enclosed postcard will receive one month free on a 12 month lease - any month they choose! That is double the special offer we are promoting in our advertising, and I think you will agree is an excellent incentive!

Thank you for your time and consideration,

Susie Harris
Community Marketing Coordinator
Mountain View - retreat apartment homes
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