



Writing Centre

Sales Letter Template

Address Block:

Date
Reader's full name
Job title and Company
Address

Jan. 1, 2020
Mr. Joe Smith
Example Collector – Students United
1234 Example Street
Trialville, BC

Salutation:

Dear Title Surname

Dear Mr. Smith,

PUT A TITLE HERE IN BOLD

Your opening should **capture the reader's attention**. Ask an intriguing question that describes the problem that you can solve or benefit that you can provide. Your goal is to make your reader aware of a need that you can fill.

Features & Benefits

A **feature** is what something is or does
A **benefit** is what the reader gains from it

Link features and benefits with phrases like "so" and "because." For example, our cars have *heated seats*, so *you can be comfortable all year long*.

In the second section, **build interest**. In a memo, this is only a paragraph or two, but in a letter, it can be longer and include section headings. Point out problems that your product or service solves, and remember to focus on *benefits*; don't just list the features. You can support your statements with proof, such as testimonials or expert sources. Remember to be specific, and think from your reader's point of view. What will *they* find motivating?

Lastly, **add value**. Try to imagine what concerns the reader might have, and address them quickly by pointing out benefits. Use both logical and emotional appeals.

Complimentary Close:

- Kind regards,
- Sincerely,
- Cordially,
- Best,

The last paragraph is where you **ask for the order**. Use a clear call to action that tells your reader how to take you up on your offer. You could use a header that says "how to order" or "where to buy." Be confident in this section!

Sincerely,

Sarah Kaur

Sample Supplier – TRU Writing Centre

Signature Line:

Your full name
Job title and Company