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«DATA Letter Merge»«DATE»

«ADDRESSEE»

«COMPANY»

«ADDRESS»

«CITY», «STATE» «ZIP»

Dear «NAME»:

I thought I would follow-up on our recent phone conversation concerning [product] for «COMPANY».

[This is where you need to place a few of the greatest features and benefits of your product.]

In addition to our [product], it is important to point out that the rest of our products are of the highest quality and offer the best value.

Sincerely,

Your Name
Marketing Representative