

<<Date>>

<<Honorific>> <<First>> <<Last>>  
<<Company>>  
<<Street1>>  
<<Street2>>  
<<City>>, <<State>> <<Zip>>  
<<Country>>

Dear <<First>>:

It was a pleasure speaking with you on the telephone the other day. I can tell your company's needs are unique, so I've put together the following comments.

First, I'd like to put to rest any concern you may have about the self-replication feature getting out of control. In 29 years on the market, self-replicating widgets have never created more than 10% more widgets than desired. But don't take it from me, I've enclosed an article written by a widget expert.

Next, I talked with my boss, Joe Gadget. Because «Company» needs to be able to adjust widgets on the fly, he's agreed to offer the following guarantee: if the self-replicating widget is unable to create the desired widget within 12 hours of operation, we'll come on-site to remedy the situation, and re-train any staff members as may be needed.

But act now! Mr. Gadget says this offer is good only through the end of this month!

<<First>>, give me a call when you're ready to place your order!

Sincerely,

<<SalesRep>>