

«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»