

[INACTIVE ACCOUNT SALES LETTER]

General rules:

- * Tell recipient that any past business has been appreciated
- * Affirm you are interested in regaining the account
- * Ask why the company stopped doing business with you

**COMPANY
ADDRESS
CITY, STATE ZIP**

Date

Name
Company
Address
City, State Zip

Dear _____,

We have missed you

This is just a short note to let you know we've missed your business. We haven't had an order from you since [March] and are concerned because we very much want to keep your business.

Will you please let me know personally why you have stopped placing orders with us? I would appreciate it very much.

Enclosed is a self-addressed, stamped envelope for your frank comments.

Thank you.

Sincerely,

Name
Title