

Sales letter



Sales Letter To The Chief Financial Officer XYZ Body Shop Company New York d – 09/02 – Proposal to insure (by ABC Insurance) of all real estate properties of XYZ Body Shop Co attractively.

Dear Sir,

Happy 2010.

Hope, the world is great with you personally as well as professionally. The performance of XYZ Body Shop Company has been fabulous in the previous financial year and I, on behalf of my company, ABC Insurance congratulate your colleagues and you for your tremendous performance.

It is a known fact today that ABC Insurance has been the best upcoming brand in the field of general insurance. Comparing with the industry, one can easily find the attractive tariffs and the lucrative offers that ABC Insurance offers its wide pool of customers. Insurance is basically done to cover the emergency situation that erupts because of certain unforeseen event. ABC Insurance is fast becoming the brand of trust in the industry as can be depicted from various national and international reports and articles.

ABC Insurance believes that the companies that are running in different spheres successfully looks for profit from every possible transaction as it is not possible for the organizations otherwise, to create value for the shareholders.

In order to maintain such objective, ABC Insurance proposes your company of repute to provide insurance coverage of all the real estate properties that XYZ Body Shop Company owns globally. You would be happy to know that ABC Insurance have special policy schemes designed only for the XYZ Body Shop Company that guarantees at least 25% lesser premium compared to the rates prevalent in the industry.

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I would like to draw your attention to the fact that ABC Insurance would take every possible ways to come up with customized schemes for XYZ Body Shop Company that would have positive and mutually beneficial impacts on the businesses of both the corporations.

Also, we propose to offer you auto insurance along with the coverage for real estate.

ABC Insurance is all set to provide \$ 100 credit to all the customers of XYZ Body Shop Company if we are provided the opportunity to insure the auto segment too. And this is not any marketing gimmick. My company is ready to credit \$ 100 on the estimated repairs of the customers as we would underwrite a new auto insurance which would help in reducing the overall cost of repair. Not only these, we would also like to increase the credit limit that would be available to the customers, which could be finalized as and when the business progresses.

ABC Insurance is a name in the industry of insurance and we have client base from almost all of the spheres of the industry. It includes from real estate construction to financial institutions, from consumer goods to hospitality industry and many other. And, it is fact that all the clients have huge banks of vehicles. Once the proposed business commences in between the XYZ Body Shop Company and ABC Insurance, we would definitely refer all out clients to your company which would support you to attain new heights.

Also, we are ready to provide workers' compensation insurance as an added attribute and we are sure to increase the law of average as the national average of closing estimated repair is around 60%.

We would request you, at the outset, to allow a proto-type by permitting only

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three outlets of your company to see and feel the difference in the service that we are offering to your organization and then to decide over the remaining business.

I sincerely expect you would have deep thoughts over the proposal and decide in favor of the mutually benefitting relationship of both the companies.

Expecting your call soon.

Thanks and Regards,

Yours Sincerely,

John Smith

Team Lead

Institutional Sales

ABC Insurance