
SALES LETTER



For: [AGENCY]
End client: [COMPANY]
Date:

Dear Managers and Fellow Drivers,

ENJOY A PRIVILEGED SERVICE FROM A PREMIUM CENTRE

You don't need car maintenance to steal more time and money from your employees than is absolutely necessary.

This is why we're launching our Neighbouring Business Scheme. We'd like to send all staff at your company a **[COMPANY] Automotive Privilege Card**, so they can get ahead of the pack with great deals from a high-quality brand supplier, and less disruption to their working day.

Privilege Card holders will benefit from high-quality car maintenance at a great price from a convenient facility near to their workplace. We provide MOTs at a discounted cost and service & repair work at a special retail rate that we reserve for our closest customers. We also offer competitive tyre replacement, so you can get everything done under one roof.

We'll give quotes in advance for all work, so you can see up-front exactly where you stand and what you'll pay. We want to look after our local business community and have built our reputation on openness, straight dealing and great customer service. What's not to like?

How many Privilege Cards do you all need? Just let us know the names of who the cards should go to and we'll send one for each employee, with an introductory letter.

GET TO KNOW YOUR LOCAL QUALITY SERVICE CENTRE

[COMPANY] is a high-class facility run by skilled technicians trained to the highest level on a range of vehicles including [BRAND 1] and [BRAND 2]. We're specialists in premium marques, and will get the work done for you faster, cleaner and more efficiently than a standard garage.

Want to check out our facility first-hand? No problem. We want you to be sure you're recommending a professional service as an employee benefit. Pop over for a coffee, and we'll be happy to give you a guided tour. We're open 8.00a.m. – 6.00p.m. Mon-Fri, and 10.00a.m. – 4.00p.m. on Saturdays.

Why not call the team now on [INSERT NUMBER], or email [INSERT EMAIL ADDRESS]

Look forward to seeing you!

[NAME]
Managing Director, [COMPANY]

P.S. – Don't forget to tell us how many **Privilege Cards** you need. Once we know, we can get them straight over to all employees there.

P.P.S. – This offer is for local businesses in our area only, so don't spread it around!