

# 36

# Profit Building Sales & Marketing Letters For Quick Printers

## Series 1: General Prospecting Letters

- LTR1-1: General Introduction...please call!
- LTR1-2: Restate Introduction...please call!
- LTR1-3: Third Attempt...now I'll call you!
- LTR1-4: Hanging In Letter...
- LTR1-5: Last Gasp...

## Series 2: Situational Prospecting Letters

- LTR2-1: I'm told that you're the printing buyer...
- LTR2-2: I've heard that you're expanding...
- LTR2-3: Congratulations on your promotion...
- LTR2-4: Welcome to the area...
- LTR2-5: Congratulations on your new business...

## Series 3: PRINTSELLING Seminar "Selling System" Letters

- LTR3-1: Cold Call Follow Up...
- LTR3-2: I've tried to reach you...
- LTR3-3: I'll stay loosely in touch...
- LTR3-4: Please read these testimonial letter...
- LTR3-5: Would you be willing to write me a testimonial...

## Series 4: Benefits Letters

- LTR4-1: If I could save you money...
- LTR4-2: If I could save you time...
- LTR4-3: If I could save you aggravation...
- LTR4-4: If I could improve your printing...
- LTR4-5: If I could pull you out of a jam...

## Series 5: Thank You Letters

- LTR5-1: Thanks for the order...
- LTR5-2: Thanks for the business...
- LTR5-3: Thanks for the order...let's talk about your plans...

## Series 6: Account Penetration Letters

- LTR6-1: I'd like to tell you what's new at our printing company...
- LTR6-2: You've been a good printing customer, but you've never done much copying...
- LTR6-3: You've been a good copying customer, but you've never done much printing...

## Series 7: Account Revitalization Letters

- LTR7-1: We haven't heard from you in a while...
- LTR7-2: We haven't heard from you in a *long* while...
- LTR7-3: I understand we have a problem...

## Series 8: Credit/Collection Letters

- LTR8-1: Credit Application Cover Letter...
- LTR8-2: First Collection Letter\*...gentle reminder.
- LTR8-3: Second Collection Letter\*...stronger reminder.
- LTR8-4: Third Collection Letter\*...threat of legal action.

## Series 9: Referral Letters

- LTR9-1: Referral Request...
- LTR9-2: Thank you for your referral
- LTR9-3: Please spread the word...