

Instruction: This is a model letter. Adapt to fit your facts and circumstances.

Name	Date	Return address:
Company		Company
Address Line		Address Line 1
City, State Zip Code		Address Line 2
		City, State Zip Code

Re: Sales Lead

Dear :

I am writing to give you an advanced notice regarding sales in your area. We have received many requests for {product}. After studying the demographic and sales pattern of the past, we are sure that this influx for {product} will be coming your way shortly. We have enclosed literature about this product to familiarize you with this product.

Please feel free to contact me regarding this product.

Sincerely,

N A M E