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Sales Letter Promoting Special Offer

[Date]

[Recipient' name]
[Title]
[Company]
[Mailing address]
[City, State, Zip code]

Dear [Courtesy Title – Mr./Ms./Dr., etc.] Last Name:

I am thrilled to share information with you about a special limited-time opportunity to enjoy significant savings on [ABC product or service] from [Name of Company]. Through [insert expiration date of sales offer], you can purchase the [ABC product or service] that you need for [insert discount amount or percentage] below the suggested retail price.

If you have been considering investing in [ABC product or service] and are concerned with getting the best possible price, now is the ideal time to buy. This savings offer won't be available for long and it provides an ideal time for you to get the [ABC product or service] you need at an excellent price. By acting now, you can enjoy a savings of [clarify potential savings] per [appropriate descriptive term based on the nature of the product or service].

If you're read to take advantage of this outstanding savings opportunity, there are several ways to do so. You can bring this letter to our location at [insert address of closest location] or you can call in your order or purchase online. Simply call [insert phone number] or visit [insert direct purchase URL]. Be sure to use your exclusive offer code [insert code] when placing your order to get this limited-time special rate.

Take steps now to secure this great value. If you need any additional information, please contact me at [insert phone number] or [insert email address] or reach out to our customer support team at [insert phone number].

Regards,

[Insert your full name], [Job title]