The following is the sample of a marketing sales letter.

From,

I M Reddy
Manager New Products Promotion
Fronds’ Beauty Products
Fronds’ House
BB Road
Mumbai

Date ——— (Date of letter)

To,

Ms SumitaPatil

Dear Ms Patil,

We are sure you have experienced the wonderful effects of our Fronds’ line of skin creams, lotions, and soaps. We are very happy to send you a sample of our new moisturizing cream, Fronds’ Regenerist with this letter. This product is a result of years of research in our labs. Its unique fragrance is sure to enchant you. Just a drop or two of this lotion applied evenly on your face will keep it hydrated and fresh all day long. With regular use,you can get rid of dark spots and fine lines and see younger looking and glowing skin. This little tube we have included here will last you for a whole month.

We would love to hear your opinion about this new product. All you have to do is go to our website, www.frondsbeauty.com and click on ‘Submit a review’ in the top right corner.

We are also pleased to announce that we have an early bird offer for customers who order directly from us: a 12% discount! This offer expires in 15 days, so hurry!

Yours truly.

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I.M Reddy.