

## Sample Sales Letter

January 2013

Dear Mr. Smith,

Today's definition of "cruising" extends far beyond the vision of today's mega ships. I am talking about a refined, comfortable, memorable, enjoyable new format known as River Cruising. As you will soon understand, River Cruising is **HOT**, and is becoming the next **BIG** Thing.

River Cruising is without a doubt becoming the most popular vacation segment thanks to the convenience and luxury attached to today's ships. It is the undisputed "ideal" way to relax and enjoy many of Europe's most beautiful cities, villages and landscapes. It is fast becoming one of the most popular listings on the seasoned traveler's "Bucket-List."

**With this in mind, I have an offer that I am hoping you will find difficult to refuse.**

I am betting that your membership would enjoy an entertaining informative session outlining the benefits of cruising Europe's rivers. The options here include The Rhine, Seine, Mosel, Maine, Danube and others. The countries along the most popular rivers include Germany, Austria, Hungary, Holland, Italy, France and Belgium.

River Cruising has become a **HOT** topic. Very hot!

My presentation will not be promotional in any way. It will consist of a short, lively educational "lunch-and-learn" session designed to stimulate your group's imagination.

As you might detect, I am a strong River Cruise advocate. To help educate the community, I have put together an informative 20-minute presentation complete with music, colorful photographs ... and time allowing for personal questions.

I would look forward to having the opportunity of introducing River Cruising to your members. Depending on the number of questions raised, you can budget 20-30 minutes for this entire program.

To make this session even more meaningful, I will prepare and distribute a leave-behind capturing the essence of the presentation.

In following with acceptable professional sales guidelines, I will soon call you to check your calendar for possible meeting dates.

Mr. Smith, this will prove to be a very interesting visit, and I will be looking forward to speaking with you within the next few days.

Mike Marchev

PS. 25-minutes; Great Photos; Soothing Music; All Questions Addressed. In on time. Out on time. The Perfect Meeting.