

Honest SellingSM

[Date]

Bob Brown
Chief Executive Officer
[Company Name]
[Street Address]
[City], [State] [ZIP]

Dear Bob,

I'm contacting you, Sally Smith, Joe Jones and Greg Gordon, to learn with whom I might meet to discuss something I learned while playing "mystery shopper" at your South County dealership.

While both of the salesmen who approached me were courteous and professional, they each made the classic mistake of doing all the talking – telling me about your no-haggle buying policy and the way you select only the cream of the crop for your sales lots, and explaining the benefits of the seven-day return policy and the 12-month warranty.

Unfortunately, what neither salesman did was ask me what I was looking for in an automobile, or attempt to learn why I was shopping for a car at all. I even introduced a couple of tidbits to see if they would ask follow-up questions, but unfortunately both immediately turned the conversation back to how [Company Name] does business.

The ability to interview prospects correctly is the most important skill that every salesperson must master, because doing it correctly will build relationships based on mutual trust and respect, and because trust of the salesperson is the primary factor that guides all major purchase decisions.

I can teach your people interview skills that will increase sales, but only if one of you initiates the call to action and contacts me at (314) 416-1440 to learn how Honest Selling works. Make one of your calls to me, and I promise I won't waste your time.

Sincerely,

Gill E. Wagner
President

P.S. I realize that only two occurrences is not statistically significant, but since both made the same mistake, I thought you might want to take action.