

# HOW COVER LETTERS CAN INCREASE PROFITS

You should look at any contact with you customers as an opportunity to strengthen your business relationship with them. And a good way to do this is with the use of what we call 'cover letters'. These are the letters we always include with every product we sell, every free sample we give away, and in response to every request for additional information.

This is specially true when delivering a product to your customers. If you simply mail or ship the product, with no further explanation, or thank you for their order, the customer is likely to feel that they have been used. They may think that your company is only interested in the sale, and once you have gotten the sale, your concern ends. They will feel 'jilted.'

But when you include a cover letter, thanking them for their business, showing them how to get the most of the product they ordered, where to call to get any questions answered, you show that you are concerned about the customer's satisfaction. And this concern is good for business, and for repeat sales.

The keys to a good cover letter are:

1. The letter should be written as a personal letter and sound like it came from a real person.
2. The letter should be signed by a real person, and should include the phone number of a real person that can be reached within your company if the customer wishes to contact you.
3. The letter should appear to be printed specifically for the customer who gets it. This means it should be on original letter head paper, and not an obviously mimeographed copy.
4. The letter should be hand-signed in blue ink.
5. The cover letter should be the first thing the customer sees when opening the box the product is in (if you mailed the product).
6. You should read and revise all your cover letters every few months to make sure they remain fresh and relevant to the customer, the product and your company.

Don't overlook this form of letter writing. The cover letter, just like the sales letter, is a function of your marketing and just as important to your long term success.