

# YOUR LETTERHEAD

October 3, 1999

Joe Prospect  
Manufacturing Company  
123 Main St.  
Anytown, USA 00000

Dear Mr. Prospect:

I'd like to thank you for taking the time to speak with me earlier this week. I hope I was able to fully explain how a fluid sealing specialist can save you time and money. Just to keep [company name]'s capabilities fresh in your mind, I'd like to review a few things we talked about.

-As a fluid sealing specialist, [company name] has the expertise to provide you with the perfect fluid sealing solution that will eliminate or reduce failures down the road.

-We have the technical know-how needed to provide comprehensive troubleshooting, and the emergency servicing capabilities needed to shorten your downtime during any seal failures.

-As a member of the Independent Fluid Sealing association, we continually receive support and education in the latest in fluid sealing technology and solutions.

To sum everything up, our combined expertise, technical service, and broad product offerings will save you time and money ... today and down the road. So please feel free to call me with any fluid sealing questions or needs. Again, thank you for your time, and I hope to hear from you soon.

Sincerely,