

Richfield Bloomington Honda

HONDA LOGO
and
MASTHEAD

January 1, 2007

John Doe
123 Main Street
Everytown, USA 12345

Dear Mr. Doe,

You may not have realized it, but you made an important business contact today. You also made a new friend.

I don't earn my living by selling cars—my job is to provide first-class service, professional consultation, and dependable advice to people just like you. My goal is to find the Honda that perfectly fits your needs and lifestyle, and one that will make driving a real pleasure again.

You can always expect the same friendly, personal, and professional service from me, whether I can find the right Honda for you or not.

I hope I met that expectation during your visit. My approach to this business is shared by everyone here at Richfield Bloomington Honda. We take great pride and satisfaction in the long-term customer relationships we build, and we'd be honored to earn your business.

As your new friend and automotive consultant, I want to make sure you're getting the information and service you need to make the decision that's right for you. I'll call you in a couple of days to answer any questions you have and to provide further details on the exciting 2007 lineup of industry-leading Honda vehicles. I hope you'll look forward to my call.

Sincerely,

Tom Smith
Sales Consultant
(123) 555-5555