

Richfield Bloomington Honda

HONDA LOGO
and
MASTHEAD

January 1, 2007

John Doe
123 Main Street
Everytown, USA 12345

Dear Mr. Doe,

Thank You for coming in to Richfield Bloomington Honda and for giving me the opportunity to be of service to you.

I earn my living by making new friends - friends like you - and then helping them in every way possible to get exactly the Honda Automobile they're looking for. My goal was to make your visit nothing less than excellent and to earn the privilege [*sic*] of serving you. Have I met my goal? Did you get everything you wanted from your visit?

I am ready to do anything and everything I possibly can to help you make a *Honda Decision* and equally as important, to make a *Richfield Bloomington Honda Decision*. We take great pride and satisfaction in the customer relationships we build and we would be honored to have your business.

Please know that you have a friend in the Honda Business from now on. I hope you'll look forward to my call.

Sincerely,

Tom Smith
Sales Consultant
(123) 555-5555