
Tutorial example #12b

Salutation First Name Last Name
Add 1
Add 2
City
Postcode

Date

Dear Salutation Last Name

MOT's – at your convenience

If, as I suspect, you are a law-abiding car owner, the MOT test is important – but a bit of a nuisance. I have the answer.

My new MOT testing station, opening (Insert day, date and time) has been designed to reduce waiting time and create a pleasant environment – without compromising quality and safety.

When you want it

Four brand new bays with highly trained technicians are available (Insert opening time, closing time and days open per week). Yes, it's possible to get your MOT on a Sunday evening, or early weekday morning – or whenever you choose. No more taking time off work or waiting for a slot.

No price premium

There are no price premiums. What ever time you choose, the price is the same – guaranteed.

Your comfort is my priority

Nobody would want to hang around a service bay getting in the technician's way – unless they really had to. I know that. So do you. So, Automotive Dealers plc have done something about it.

Enclosed is a photo of my reception and inspection areas. What you see here is not a mock-up. Clean carpets, comfy chairs, unlimited complimentary real coffee (hot too!) real cups, clean toilets and new magazines.

So, if you choose to stay and wait for your car, you can now do so in comfort.

And as you can see, the vast window gives you a full view of the workshop area. You can see what they are doing to your car, all the time. The technicians are friendly, patient and highly skilled.

I look forward to seeing you when your MOT comes up for renewal.

Yours sincerely

Gary Cooper

Sales Manager

Enc.

PS Did you see the report on the GLi twin turbo on last night's Top Gear? If you did, you will probably like to view one for yourself and perhaps even have a test drive. At the moment, there are only 12 in the country and fortunately I have one on demonstration for a short period starting 14th May. If you are interested or merely curious, please telephone us on 0747 123456.

Comments on tutorial example #12b

1. Obviously a far more professional approach. The reader instinctively feels warmer about the writer. It might take a bit more effort to get the first and surnames, but it's time well spent. The reader is more likely to read the text because their subconscious is less likely to make a 'junk mail' judgement – due to the letter's *personalised* nature.
2. The PS is (as I've discussed elsewhere) a powerful selling position.
3. A word of caution – you should never use the first name in the salutation – unless you've previously been invited to do so. Unless in conversation he's said 'Call me John', let him remain Mr Smith.
4. Because you now know his identity, the 'Yours faithfully' is replaced by 'Yours sincerely'. The 'rule' is that if you don't know their name, don't use 'Yours sincerely'.
5. There are of course other aspects that make this letter even more powerful – but only under certain conditions. First, something quite unusual is being offered here – 7-days-a-week MOT testing. It might be that your MOT station is only open during conventional hours. Now is not the time and place to debate the merits of your opening hours. The point is that over and above your letter writing skills, there is nothing quite like an unusual, powerful and relevant USP (Unique Selling Point) in your letter. If, for example all your MOT competitors don't open on Sunday and you feel inclined to do so (assuming local trading bylaws won't be broken) then doing so, even for a trial period – and publicising it in your letter – could bring you extra business.