

Module 03 The Sales Approach
Unit 02 Initiate the Relationship
Approaching by E-mail

To: Samuel Amed
From: Juan Gerard
Subject Line: A Custom Logo for Your Company

Dear Mr. Amed,

My name is Juan Gerard, and I am the president of Acme Company. I was just browsing your site and was wondering if you had considered a custom logo as part of your marketing campaign.

I know sometimes people don't want to invest in logo design because they think it's not that important or they don't have the funds. But getting a quality, custom logo can be one of the most affordable marketing strategies available. My logo designs start at just \$199—one of the most reasonable rates in the industry. It's something almost any business can afford and it's well known that a quality logo can be a lifelong partner to a successful business.

A great logo will not only make your company look more professional (on business cards, Web pages, and stationery), but a great logo is indispensable for marketing and branding. Such a simple symbol can tell your clients worlds about your company.

If you would take the time to review our portfolio, I know you'll be impressed by our work. I hope to hear from you soon.

Sincerely,

Juan Gerard

Sample e-mail used to approach prospects.