

A Sales Letter for Dealers

NEXT to a personal call there is no more effective sales producer than a friendly letter: a letter which by its general tone, shows that the writer is genuinely interested in the reader. Such a letter, sent to house-owners in a section where the Dutch Boy newspaper advertising is telling its white-lead painting story, is an especially effective tie-up with the campaign.

The letter, to establish the proper personal contact, should be sent on the dealer's business stationery and addressed to a specific individual. Care should be taken with the list. A mistake in the spelling of the prospect's name or a misdirected letter may irritate the recipient and ruin the effect of a perfectly good letter.

There are many types of letters that might be used. Here is a suggestion:

Dear Sir:

If you have read the Dutch Boy white-lead advertising which has been running in the newspapers you know where we stand on the subject of good paint. We are fully in accord with the statements made for Dutch Boy white-lead and can cite many instances where house-owners in our town have used this paint material with highly satisfactory results.

In short we recommend pure lead paint without reservations as a safe, time-tested paint to use on your house.

But that is only part of our story. We realize that there are many details in connection with painting that are not familiar to the average house-owner and it is our sincere wish that you permit us to act in the capacity of advisor on your painting problems. You will find us eager to assist you in any way possible.

Too, in selecting your painting supplies, we can offer you an unusually complete stock from which to choose.

We are confident that after you have visited our store and have experienced our personal assistance that you will conclude that for a real painting service our store leaves nothing to be desired.

Please consider this letter as a personal invitation to call on us at any time.

Yours very truly,

The Dutch Boy Painter also extends its service to those dealers who are planning a special campaign involving a series of sales letters. Additional letters appropriate for such a campaign will be submitted upon request.

THE DUTCH BOY PAINTER

