



Re: **15% Discount Off the Original Written Estimate From The Closet Doctor**  
***For example, if your original quote was \$4,495, you'll save \$674***

Dear Adrian,

In my morning sales meeting today, I found your name on a list of people who had us into their home for an in-home estimate, but for whatever reason, decided not to buy. I respect your decision to "say no" and wanted to thank you for at least giving us an opportunity to serve you.

Over the years I've talked to a lot of people like yourself who didn't buy from us, and found that the reasons they decided to pass usually fell into one of these 5 categories (listed in no particular order)... perhaps your situation is similar:

### **5 Major Reasons People Give For Deciding Not To Buy From The Closet Doctor**

1. **Timing Is Not Right:** Perhaps you were gathering information for a future purchase and intend to buy sometime later.
2. **Price Too High:** You've weighed the benefits and the cost and decided that our prices were out of your budget.
3. **Didn't Like The Sales Person:** Not all personalities and communication styles are a match; maybe your sales person just didn't "click" with you.
4. **Decided Not To Buy At All:** Sometimes people go through a presentation and it actually convinces them they really don't want/need to buy at all.
5. **Went With Another Company:** I'm realistic enough to know that we don't always get every sale. Maybe you decided to go with another brand/company; perhaps as a result of some of the above reasons.

### **The Naked Truth: It's Better For Me To Give You An Additional Discount Than To Find Another Prospective Customer.**

Here's the fact. As you can imagine, it costs my company quite a bit of money in advertising to find people to sell to. When you add up all the TV commercials, newspaper ads, mailers, and so forth, it's a fairly big number. Since you've already indicated an interest in our products, it is actually more cost effective for me to give you an additional 15% discount off the written quotation than it would be to find a new person who's interested in our product. If you sign a contract with us in the next 30 days and have your installation completed within the next 60 days, we are willing to either discount 15% off of the last estimate that you received from us or offer 12 months no interest financing, your choice.

I don't know if 15% will make a difference to you or not, but if so, please give us a call back. This time you won't need to speak to a sales person, you can just ask for me or my assistant, Shannon, directly. Just let me know that you've received this letter and would like to take advantage of this special 15% offer. I'll be happy to answer any questions you have and help you take the next steps.

Sincerely,

Derrek Holland, President

Expires 04/10/2013

**Extra 15% Off Your Written Estimate**

To Activate, Call: (916) 555-1212. Ask for Derrek.

You must have this letter to receive discount. Letter is non-transferable. Lost letters will not be replaced; please keep this in a safe place!