



The CONNECTION™

May 24, 2007

P.S. It means a lot

Many of us use pre-formatted or form letters in our sales approach. It's a great way to save time and turn out a truly professional piece of marketing material. However, it can also seem a bit impersonal. One easy way to make these letters seem less like junk mail is to add a personal postscript.

If possible, the "P.S." on a letter should be a hand-written note that's aimed at that customer. Refer to an upcoming meeting, something you heard on the last call, or the fate of their favorite sports team. That small personal touch raises that letter from the "junk mail" pile to personal correspondence.

Contact Communispond
marketing@communispond.com
800 529 5925
www.communispond.com