Employee photo

Employee name/title

Dear Client Name,

I am sending you this very special letter because I’ve gone to work as a (salesperson, installer, receptionist, project coordinator, etc.) for Your Store. I am very excited about the opportunity to work for a company that helps people with what may be one of the biggest interior decorating or remodeling projects in their home: buying new floor covering.

**Why I chose to work for Your Store**

**instead of any other floor covering store**

I’ve discovered that many floor covering stores (especially “big box” stores) don’t always do what’s in the best interest of their clients. Either through poor training of their installers, unprofessional behavior, or an uncaring attitude, many stores make the buying and installation process very stressful for their clients. And that’s why I chose to work for Your Store.

**I’m On A Mission To Turn Floor Installation Nightmares**

**Into A “Dream Come True” For My Clients**

Bob Smith is the owner of Your Store is professional, personable, and he really cares about developing long-term relationships with our clients. Bob worked very hard to create a buying and installation system that insures a smooth, stress-free installation process. His goal AND my goal is to make this process a fun and exciting experience for our clients, rather than the nightmare you hear about so often.

To turn that nightmare into a dream come true, Your Store operates differently than most stores. We have implemented a “World Class Service” philosophy that helps us make the right decisions when helping our clients. It goes like this…

* **From the client’s point of view, have we treated him/her with complete respect?**
* **From the client’s point of view, have we surpassed his/her expectations?**
* **From Your Store’s point of view, is it in our best long-term financial interest?**

When I and the Your Store team answer “yes” to all three questions, we know we will earn our client’s respect, their trust, and their referrals. And YOU’LL know we’ll be floor covering advisors that you can count on to provide advice that’s in your best interest. We want to be your Floor Covering Advisors For Life, and I will bend over backwards to earn your trust and the referrals of your friends, relatives and co-workers. With that in mind, here are…

**4 Powerful Reasons To Use Your Store**

**And Refer Your Friends And Relatives!**

**#1. You are protected by Bob’s “No Regrets Guarantee”**

***You’ll love your new floors or he’ll replace them…FREE!***

Here’s how the “No Regrets Guarantee” works: if at any time during the first 30 days after installation you decide you don’t like your new flooring for whatever reason, just let us know. Bob will replace the materials free of charge. (With an outrageously good guarantee like this, we can’t include the cost of installation, so you’ll have to cover that.)

Bob offers this amazing guarantee because he realizes you’re going to have your new floor for a long, long time, and he doesn’t want you to have to live with a choice you’ll regret. Bob and I and everyone on the Your Store team want you to be head-over-heels thrilled with your selection. So if you are unhappy with the flooring, he’ll replace it one time free of charge with another style of equal or lesser value. (If the new flooring you select costs more, you simply pay the difference.)

**#2. We Make The Entire Process Fun, Easy and “Headache” Free!**

The Your Store team specializes in knocking the socks off our clients with the most elegant, gorgeous, beautiful flooring they have ever had, **AND** making the entire process fun and “Headache Free”! Here’s what you’ll enjoy during my World Class Installation System:

**Free Design Audit—**This is a diagnostic tool that allows our expert floor consultants help you choose the right floor for your decorating taste and lifestyle. They’ll walk you through a series of questions that will help narrow down the thousands of options to the two or three that exactly match your unique situation. They’ll also give you a written, customized “maintenance” plan with their professional recommendations for getting the longest life and beauty out of your floor.

**You’re kept updated throughout the process—**From the time you select the product until after it’s installed, you will be contacted no fewer than six times by phone and by mail. You’ll never have to wonder what’s happening with your flooring.

**Installer professionalism guarantee—**Your Storeinstallers are neat, clean, well-groomed, well-spoken and professional. They are trained and certified. They are guests in your home, and they conduct themselves as such. They respect your home by using wall and corner guards, shoe covers and drop cloths. You’ll receive the highest-quality installation in the business. And after they’re finished, they will leave your home as neat and clean as when they arrived!

**#3 Lifetime Installation Warranty**

Buying flooring is not like buying any other piece of interior décor, such as a sofa or a lamp. Why? Because unlike other products, flooring is installed or “manufactured” in your home. This makes the installation critical. We offer a lifetime installation warranty at Your Store. You NEVER have to worry about something going wrong with the installation. If it does, we fix it FREE! And we do it quickly.

**#4 Get Every 4th Room Of Flooring FREE!**

***This is our “Ambassador Special” offer for friends and relatives of Employee Name ONLY!***

Bob considers everyone on his team to be an ambassador for Your Store. He and I would like to give you a chance to experience the World Class Service I’ve been telling you about. So he put together an “Ambassador Special,” just for friends and relatives of mine. He is NOT making this offer to the general public. Here’s how it works:

**Bring this letter to Your Store by August 31st. Once you select the product you want, get flooring for any 4 rooms and get the materials for the smallest one FREE! (You only pay the installation!) Use on as many rooms as you like.**

**Also…** you can pass a copy of this letter along to a friend or relative who needs flooring, too. Bob will extend this same offer to them. You will be doing them a gigantic favor by referring them to a company they can trust.

**$0 Down, 0% Interest & 0 Payments For Up To One Full Year!!**

Why wait for those beautiful new floors you’ve been dreaming about? You can get the flooring of your dreams…and make ZERO PAYMENTS FOR UP TO 12 MONTHS! I make it easy to experience gorgeous new floors **right now.**

**What to do right now—**Bring this letter to Your Store by August 31st and take advantage of the “Ambassador Special,” and all the other powerful benefits you will enjoy as my personal client. I’m looking forward to helping you beautify your home with the flooring of your dreams! (You can also call me at 123-456-7890 and speak to me directly.)

Sincerely,

Employee Name

Title, Your Store

**P.S. Take advantage of the “Ambassador” offer—bring this letter to Your Store by August 31st and get every 4th room FREE! You can also call me directly at 123-456-7890.**

**P.P.S. Who is the next person you know who could benefit from the powerful guarantees and services that I’ve described? Can I count on you to pass this letter along to them, too? You will be doing them a gigantic favor by referring them to a flooring company they can trust!**