Employee photo

***2nd Notice***

**Take Advantage of Our “Ambassador Special” For Friends And Relatives of Employee Name ONLY!**

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

***And Pay $0 Down, $0 Interest, and 0 Payments***

***For 12 Months!***

Employee name/title

Dear Client Name,

As I said in my last letter, I’ve gone to work as a (salesperson, installer, receptionist, project coordinator, etc.) for Your Store. I want to let you know how excited I am 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.

**Here’s How To Get Every 4th Room FREE!**

Bob Smith is the owner of Your Store, and he considers everyone on his team to be an ambassador for the 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.**

**You Are Protected By Bob’s 100% Iron-Clad, Bullet-Proof “No Regrets Guarantee”: *You’ll love your new floors, we’ll replace them…FREE!***

A big concern when investing in new flooring is accidentally getting a color or style you don’t like, and having to live with a decision you’ll regret. Bob has TOTALLY eliminated that concern for our clients. **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 me know. Bob will replace the materials free of charge.** (With an outrageously good guarantee like this, I can’t include the cost of installation, so you’ll have to cover that.)

**(To help insure that you DO choose the right style and color the first time, we give our clients a free “Design Audit™.” I’ll tell you about that in a minute.)**

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.)

**You’ll Enjoy Our Fun, Stress-Free, World Class Installation System!**

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 my 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!

**Get A FREE 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.

**What to do right now—**Bring this letter to Your Store by August 31st and get every 4th room FREE! Plus take advantage of 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,

Your Name

Owner, Your Store

**P.S. Take advantage of Bob’s “Ambassador Special”—bring this letter to Your Store by August 31st and get every 4th room FREE! But we can only extend my offer until then. If you come by afterward, you’ll be too late. (Feel free to call me directly at 123-456-7890 with questions.)**

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

**P.P.P.S Check out the enclosed testimonials to see what real, live clients are saying about Your Store.**