



January 9, 2013

Mr. John Smith  
ABC Business  
123 Main Street  
Anytown FL 12345

**"Beware the 'pretty people'  
who know how to sell but are  
clueless about printing."**

**--Print buyer, Tampa Bay area firm**

Dear Mr. Smith,

This may sound unusual, but I hope you CAN'T relate to this story.

One of my clients, at a company about the same size as yours, is responsible for getting stationary, forms, brochures, folders, postcards, ad specialties and other items printed for her firm. One day, not too long ago, a professional print shop "salesman" came to call. She later described him this way: "...one of those 'pretty people' who are great at selling but clueless about printing."

But because she didn't know that at the time, she decided to give his firm a try and ordered a series of sales sheets that would be placed in participant bags at an upcoming trade show.

She deeply regretted that decision. Not only did the printer miss the deadline--which meant the sales sheets never made it into the bags--but the pieces were poorly printed and the support staff failed to return her calls. They didn't seem to care at all! To add insult to injury, the pieces also wound up costing hundreds more because the sales rep failed to tell her that the design work would cost extra.

Unfortunately, her story is not unique. Too many firms use **salespeople who talk the talk but fail to walk the walk**. They tend to **over-promise and under-deliver**. They're more than willing to take your order but let the weightier issues like meeting deadlines and providing excellent customer service slide.

That's why I'm writing to you today. As Director of Client Services at Abcde Graphics & Design, a Tampa-area print and design firm, my job is to ensure that you have an awesome client experience rather than to win a "sale." I have more than 20 years in the print business helping firms like yours grow. And I would love an opportunity to work with you and your firm.

I'll be calling you within the next week or so to see if and how Abcde Graphics & Design might be able to serve you. In the meantime though, I invite you to visit our Web site at [www.abcdedesign.com](http://www.abcdedesign.com), or to call me to consult on or get a quote for any upcoming project you might have in mind.

Warm regards,

Your Name Here  
Director of Client Services