

Outbound Excellence

Lost Customer - Inquiry Letter

Dear Customer:

THIS HALF IS OURS:

We haven't heard from you since your last purchase several months ago.

That bothers me.

Losing a good customer is like losing a good friend. I can't let either drift away in silence.

If we're at fault, I'd like to know, and make it right. Whatever the reason, I do care.

The other side of this "Half" letter is yours. I'd consider it a personal favor if you'd use it.

Sincerely,

David A. Kalstrom
President / CEO

Please return or by fax to 602-xxx-xxxx

THIS HALF IS YOURS: