

Sample Responses to Inquiries from Agent/Distributor Prospects

Responses to Prospective Buyers

Letter 1: For buyers not familiar enough with the line to ask about a specific model.

Letter 2: For buyers that ask about a specific model or requirement. This letter requires a quotation on a Proforma invoice.

Responses to Prospective Agents/Distributors

Letter 3: For agents/distributors not familiar with the line and do not ask about a specific model.

Letter 4: For agents/distributors that ask about a specific model or requirement. This letter requires a quotation on a Proforma invoice.

Letter #1: For buyers not familiar enough with the line to ask about a specific model.

Dear _____:

We appreciate your interest in ABC's widgets. Our widgets are now being sold in 38 countries outside of the United States. We are very proud of this international acceptance.

We are thoroughly familiar with overseas shipping procedures and use packing methods that enable our widgets to arrive in good condition.

After you have examined the enclosed descriptive literature, if you will tell us which model best meets your requirements, we will prepare a Proforma invoice giving your cost including inland freight, export packing, insurance, forwarding, and ocean freight.

We will look forward to hearing from you soon.

With kind regards,

Name

Title

ABC Inc.

Enclosure: (ABC, Inc. product literature)

Letter #2: For buyers that ask about a specific model or requirement. This letter requires a quotation on a Proforma invoice

Dear _____:

We appreciate your inquiry and have anticipated that the models selected on the enclosed Proforma invoices may be the best suited for your requirements.

The standard equipment and optional equipment are listed on the accompanying specification data sheets for each of these models mentioned. A complete set of literature is enclosed.

Please let us know if you require further Proforma invoices or have any questions concerning delivery, inland freight, insurance, shipping ports, or ocean freight.

With kind regards,

Name

Title

ABC Inc.

Enclosure: (ABC, Inc. product literature)

Letter #3: Response to agents/distributors not familiar with the line and do not ask about a specific model.

Dear _____:

We appreciate your interest in representing ABC in _____. We are enclosing descriptive literature on our complete line of widgets.

The Dealer Confidential Net Price Schedule will provide you with F.O.B. New York costs on all models, optional equipment, and spare parts. After you have selected the items that best meet your requirements, please let us know and we will submit quotations on Proforma invoices in duplicate, giving inland freight, insurance, export packing, forwarding, and ocean freight.

ABC's widgets are recognized throughout the world for their quality and performance. We have authorized representatives in many countries and would welcome your further expression of interest.

Please let us hear from you soon.

With kind regards,

Name

Title

ABC Inc.

Enclosure: (ABC, Inc. product literature)

Letter #4: Response to agents/distributors that ask about a specific model or requirement. This letter requires a quotation on a Proforma invoice.

Dear _____:

We appreciate your interest in representing ABC in _____. We are enclosing literature and a catalog describing our complete line of widgets. ABC's widgets are recognized throughout the world for their quality and performance. We have authorized representatives in many countries and would welcome your further expression of interest.

Hoping to save you considerable time, we are also enclosing a Proforma invoice in duplicate on one of our most popular models. This will give you your cost, inland freight, export packing, insurance, forwarding, and ocean freight to your nearest port.

Please let us know if there are other models for which you desire Proforma invoices. We look forward to hearing from you soon.

With kind regards,

Name

Title

ABC Inc.

Enclosure: (ABC, Inc. product literature)