



562 West Welling St.
Fort Lauderdale, FL 36598
800-555-6325



John Gillian
Sales Associate

January 01, 2007

Mr. & Mrs. Lelonie Johnson
45 Snow White Drive
Orlando, FL 32708

IMMEDIATE FOLLOW-UP

Personalized with
information from
Sales Associate
Worksheet

Dear Lelonie and Joe,

I appreciate having the opportunity to talk with you about the purchase of a 2006 Grady White Marlin. This would be the perfect boat for your trips to the Florida Keys.

A 2006 Grady White Marlin is an excellent boat and has a great reputation in the marine industry. It is the premier boat line in the country. The physical qualities of Grady White provide great boating satisfaction. Features and controls, ride and handling, power and performance—all these factors combine to determine the on-the-water experience that our boat owners enjoy.

In addition, you will find that our dealership has a superior reputation for excellence in customer satisfaction. We are committed to meet all your needs from our sales team as well as our service team with special attention to any personal boating needs, at any time, before or after your purchase.

Let me know whenever you come by the dealership and please remember to ask for me. Let's make a serious effort to send you out both boating and fishing.

Again thanks.

Sincerely,

Signed in
Actual
Blue Ink!

John Gillian
Sales Associate

Sample
1 of 4
Prospect Mailers

"The World's Premiere Marine Dealer"

www.royalmarine.com