

Sample Letter to a Local Carpet Retailer

Dear Downtown Carpet Sales Manager

Are you interested in adding value to your carpet sales and strengthening good customer relations?

For any sale you make during the next 3 months, I will be happy to offer your customers a 40% discount on the quality cleaning of another carpet (or hard floor) in their home. This means that the cost to clean a typical living room carpet would be XX instead of YY. As you know, customers buying new carpets often feel that it is a good time to refresh one or two of the older ones. And those who want to re-use unworn sections from the replaced carpet may want them cleaned.

By adding my service offer to your sale, you will make an excellent impression on your customers – and you may even encourage them to ask you to re-lay the older carpet when it has been cleaned.

I am a member of the NCCA, the UK trade association for professional carpet, flooring and upholstery cleaners, which is dedicated to upholding industry best practice, and I work to the high standards they promote.

The NCCA has developed the Publicly Available Specification PAS86 for the professional inspection, maintenance, cleaning and restoration of textile floor coverings, written in collaboration with the British Standards Institution (BSI).

Please take a look at the enclosed leaflet about the quality of my services and the NCCA. I will be happy to meet you to tell you more and will call you shortly to see if we can work together in some mutually-beneficial way.

Yours sincerely