



Writing Sample: B2B Sales Letter
(industrial audience)

May 4, 2009

Carl Kustomer
Marketing Manager
Plasticworks, Inc.
1000 Anystreet Rd.
Industry, IL 60606

Dear Mr. Kustomer,

In the current variable market, it's more important than ever that businesses manage their resources wisely. I commend your decision to contact Meadoworks for your marketing needs. You'll be glad you did.

As the leading asset management company of plastics processing equipment in the global marketplace, we can act as a powerful advocate for your company's equipment needs. A call to us today could mean the difference between getting top dollar on your surplus assets inventory on Monday and being forced into a distress sale six months from now. Here are a few reasons that more than half of all sellers choose to use our services:

We know plastics.

From plastic injection and blowmolding to extrusion and thermoset, we know this equipment inside and out. Our detailed knowledge of market trends, asset value and current availability gives you a strong hand at the negotiating table.

And our inside knowledge on buyers is your ace in the hole. By constantly tracking the industry's various capital equipment markets, we keep an active leads database that tells us not only who's buying what, but also what they use, and what they prefer. Our intimate knowledge of industry players allows us to pinpoint your market position—you'll know where you stand, and what you can get.

We also have a unique, bird's-eye view of the process that you won't find anywhere else. Because we work with buyers *and* sellers—as well as banks and financing firms—Meadoworks is able to initiate and close many sales *instantly*. Even the largest sell-offs are often completed in 60 days. And because no-distress marketing means higher returns, you won't have to sacrifice price for speed.

Meadoworks clients gain access to a battery of high-power marketing solutions, including:

- Direct marketing to over 150,000 qualified contacts
- Trade-press and newspaper advertising
- E-mail and fax advertising
- Search-engine and other Internet marketing
- Meadoworks's exclusive network of sales contacts
- Meadoworks's exclusive eBay store
- State-of-the-art, targeted telemarketing

We are also the only machinery marketing company in the US with a dedicated international marketing program. You can find our international sites at www.Meadoworks-espanol.com, www.Meadoworks-francais.com, and www.Meadoworks.in (India).

Time is money. We'll save you both.

Much like using an accountant at tax time, tapping Meadoworks's vast knowledge and asset-management resources is a smart financial move. If you tried to do it all yourself, you might not get the best deal for your company. And meanwhile, you'd be losing time better spent running your business and acquiring new leads. By letting a pro handle your transactions, you'll get the highest dollar value on your equipment and free both your schedule and your mind to do what your business does best.

Plus, we're a one-stop shop for everything you need to buy, resell or appraise. If you're selling today, you may be buying tomorrow. Our full list of services includes:

- Entire plant purchases
- Single asset purchases
- Trade-in or bartering of underused equipment
- Appraisals
- Auctions
- Brokerage of equipment
- Warehousing, moving, and cleaning services
- Coordination of rigging and freight, including shipments overseas

You have questions, we have answers.

“What's our equipment worth and how will it show?”

“What are the pros and cons of our market position?”

“What’s our smartest move now?”

These are just a few of the questions our customers have, and we’re here to answer them at every stage of the game—including purchasing.

Don’t let your business get corralled into a bad deal. Put Meadowworks’s 40 years of experience in the industry to work for you by calling 1-800-323-0307 today.

Sincerely,

Brian Walsh
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P.S. Pricing data on capital equipment is hard to find. We have this information at our fingertips! Don’t risk losing money on valuable assets—call now.

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