

April 3, 20--

Mr. Michael McGinty
District Manager
Starr & Morgan Company
One DuPont Circle
Washington, DC 20036-2133

Dear Mike:

It was good to see you at our sales conference in Reston, Virginia, last week. Your winning the "Golden Apple" award for the most sales for the year was well deserved. When you first became part of our sales team, you showed great enthusiasm for your job immediately. There is no doubt in my mind that Starr & Morgan Company is very well represented in the Washington metro area.

We particularly want to commend you for obtaining the Westminster account. Acquiring this account has been a major objective for a number of years. None of our company's other sales representatives have been able to accomplish this feat. Just the idea of a new account of over \$500,000 is quite mind-boggling. How did you do it? Did you:

1. Spend considerable time with the president, Mr. Arch Davis, or the director of purchasing, Ms. Betsy Martin?
2. Conduct a series of "hands-on" workshops for the employees and managers?
3. Develop a special marketing campaign for Westminster itself?
4. Use a regular campaign model and customize it for Westminster?
5. Combine various strategies in your efforts to obtain this important account?

Please let me know what approaches you used to make this sale. Successes of this nature do not happen without a lot of hard work. You are to be commended for putting forth your best efforts to sign the account.

If we can arrange a time at our annual sales meeting, we would like to have you make a presentation to our sales representatives. They would benefit greatly from having you share your success story. Our annual meeting will be held in late September in Richmond, Virginia.

Again, congratulations on receiving this prestigious award. All of us here in the home office are greatly pleased with the performance of our entire sales team. Indications are that this will be a year when our sales records will be broken and we will again be in the media spotlight.

Sincerely yours,

Robert D. Miley
President

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c: R. Olson, Director of Sales

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