

Model Document: Short Unsolicited Sales Proposal

Aerolite Bicycle Supply

1536 Bicycle Road
Bedford, Pennsylvania 16802

aerolitecycle.com
Phone 1-800-331-1221



November 22, 2003

Mr. Eric Shoop
Shoop Bicycle Shop
Squall Valley, Utah 19542

Dear Mr. Shoop:

Aerolite would like to congratulate you on the grand opening of your bicycle shop in Squall Valley, Utah. As you know, Aerolite makes quality equipment for bicycling. We carry bicycles, shorts, jerseys, helmets, and a variety of bicycle parts. We are eager to introduce you to our line of high-quality equipment offered at an affordable price. Please read on!

Bicycles

Our high-end bicycle frames are made of titanium, which makes them the strongest and the lightest frames on the market today. All of our other bicycle frames are made of butted aluminum, a very strong, anticorrosive, patented material that is very durable for all kinds of riding.

Our dual-suspended mountain bikes are unique because we developed the only Y frame used in such bikes. This frame eliminates the "pogoing" that compresses the rear shock in normal dual-suspended bikes instead of putting the power to the ground and to forward momentum. Our design puts the power the rider puts into the pedals straight to the ground, which pushes the rider forward instead of up and down.

All of our bikes have Natsuya components, ranging from the ALUMA at the low end to the XRT at the high end. Each component has a groupo, which includes derailleurs (front and back), shifters, gears, brakes, brake levers, crank, pedals, headset, handlebars, and wheel hubs. Every bike has a groupo for its specific level. As the level of bike increases, the prices increase—but the quality goes right along with the price.

Shorts and Jerseys

Aerolite shorts are made of spandex with comfortable fleece padding in the seat. Our jerseys are made of an acrylic material that keeps the rider warm in the winter and cool in the summer. They pull the sweat away from the rider's body in summer and block the wind in winter.

Introduction states the purpose and range of products offered

Body details the product line and specific features

Mr. Eric Shoop

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Helmets

Our helmets—able to withstand a 300-foot vertical drop onto a hard surface without getting scratched—are the strongest on the market. With soft interior padding and generous vents, they're also the most comfortable.

Please Consider Our Line of Merchandise

Bikers of the rough terrain of Squall Valley know they can count on the durability of Aerolite bicycles and merchandise. If you choose to carry our line, you will be the exclusive Aerolite dealer between San Francisco and Boulder, offering equipment known around the world for its quality and performance.

I have enclosed a brochure that contains our entire line of merchandise. An Aerolite representative will visit your store in three weeks to see if you are interested in carrying the Aerolite line of merchandise and to answer any questions you may have.

Sincerely,

James Eugene

James Eugene
Sales Manager

Enclosure

Persuasive conclusion describes advantages over competitors, price list, and follow-up with a salesperson