

SAMPLE FOLLOW UP LETTER
(Send out 10 days after mailing brochure)
Year 2012

Dear Mr. and Mrs. <Prospect's Last Name>

Have you had the opportunity to take a look at the Image Tours Europe brochure I previously sent you? Image Tours Inc, which was founded in Amsterdam, The Netherlands in 1939, has over 70 years of experience specializing in escorted tours of Europe.

Allow me to draw your special attention to 'What People Say About Image Tours' on pages 45 to 50 of the brochure, providing you with six pages of testimonials from a sampling of Image's satisfied customers, complete with telephone numbers. These testimonials echo Image's motto '**Superior Value with a Personal Touch.**' You will read comments such as 'well organized', 'expert planning', 'exceeded expectations', 'professional driver', 'knowledgeable and enthusiastic tour manager', 'a trip of a lifetime' and much more. Another common theme that permeates these testimonials is the enormous amount of '**fun and enjoyment**' Image provides in its tours. ***In other words, the "What People Say" section of the brochure, gives you a true picture of exactly what to expect on an Image escorted tour!***

Another thing I like about Image Tours is their detailed preparation information. After all, ***an informed traveler is a happy traveler!*** Image's Confirmation Packet, unique Touroyclopedia® tour preparation booklet, and clear and concise Trip Documents Packet are aimed at providing you a *Total Travel Experience*.

For the best dates and prices, I recommend that you make reservations as early as possible. Also, by booking early, you may be able to take advantage of early booking savings on select tours and departure dates. ***Please, give me a call***, so I can help you make your tour selection, check on available departure dates, confirm the best tour price, and answer any other questions you may have.

If you don't get through to me right away, please, leave a message with the best time to reach you, and I will call you back at my earliest opportunity. I look forward to helping you plan your trip of a lifetime!

Sincerely,

<AGENT.S FULL NAME>

<AGENCY NAME>

<TELEPHONE NUMBER & EXTENSION>

<AGENT.S E-MAIL ADDRESS (if applicable)>