

SAMPLE FOLLOW UP LETTER
(Send out 10 days after mailing brochure)
Year 2024

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, which was founded in Amsterdam, The Netherlands in 1939, has more than 80 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 53 to 58 of the brochure. Here you will find six pages of testimonials (complete with telephone number or email) from a sampling of Image's satisfied customers. These testimonials echo Image's motto **Superior Value with a Personal Touch**. You will read comments such as "a trip of a lifetime," "a dream come true," "best vacation," "wonderful experience," and "exceeded expectations." Other common themes that permeate these testimonials include "attention to detail," "great value," "well planned," "knowledgeable and personable tour manager," "skillful and professional driver," and "would highly recommend." ***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 76-page brochure, unique Touroclopedia® tour preparation booklet, and detailed 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. By booking early, you benefit from early booking savings and a better choice of 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,

<AGENTS FULL NAME>
<AGENCY NAME>
<TELEPHONE NUMBER & EXTENSION>
<AGENTS E-MAIL ADDRESS (if applicable)>