

WONDERING WHY YOU STOPPED PURCHASING FROM US

[INSERT COMPANY NAME]
[INSERT COMPLETE COMPANY ADDRESS]
[INSERT COMPLETE CONTACT DETAILS]

[INSERT MONTH DAY YEAR]

[INSERT NAME OF RECEIVING PARTY]
[INSERT COMPLETE ADDRESS OF PARTY]

Subject: WONDERING WHY YOU STOPPED PURCHASING FROM US

Dear Mr./Ms. [INSERT SURNAME],

Greetings!

For [INSERT NUMBER/PERIOD], we have had the chance of transacting with you and experiencing happiness with one or more orders from you every [INSERT PERIOD].

However, when we had the chance to look into the list of our patronizing and faithful customers, we were in dismay that your company, [INSERT COMPANY NAME], has not ordered and/or bought anything from us in the past [INSERT NUMBER/PERIOD].

This circumstances made us wonder and are bothered with the following questions:

- Did we fail to deliver a shipment?
- Was the goods ordered not exactly what you had desired to acquire?

- Are you not in need of anything from our company?

To enlighten us on whatever reason you may have for not purchasing from us over the aforementioned period, we at [INSERT COMPANY NAME] would like to know such reasons. Thus, we hope that after receiving this letter you would provide us with the reply on the necessary details which you can send through mail the [INSERT INSTRUMENT] we have provided for you.

As of the moment, we are presenting you a [INSERT MARKETING INSTRUMENT] containing [INSERT SPECIFIC SALE OR PROMO] sale on all our products and/or services. We are providing this [INSERT MARKETING INSTRUMENT] to you in the hope that you will start doing business and purchase again from our company.

If you need assistance regarding certain matters, please do not hesitate to contact us through [INSERT CONTACT DETAILS]. We would be delighted if you come back to being one of our regular customers again.

Sincerely,

[INSERT NAME OF SENDING PARTY]

[INSERT JOB POSITION OF PARTY]

[INSERT CONTACT DETAILS OF PARTY]