(Your name)

(Your address)

(Your contact information)

(Date)

(Name of the Recipient)

(Address of the Recipient)

(Contact Information of the Recipient)

Sub: Letter to Respond to Sales Rejection

Dear (Name of the Recipient),

We are writing this letter to thank you on behalf of our company (mention the name and details of the company) for being courteous enough to respond with showing your disinterest in our product (mention the name and details) and proving the cause of this decision.

We have realized that you want a cheaper model within (mention the amount), as your primary criteria are saving money. We understand the value of money as saving money is a basic requirement of our life.

Therefore we want to inform you that we also have some less costly models like (mention the models with price) including the helpful features like (mention the features in detail) to make your life easier in every way.

This way you can save more money with this multitasking product of ours. Our brand is a much-appreciated one in this field of (mention details), as we also give free installation service.

Therefore we do hope that you will give us another chance to satisfy you.

Thank you very much for your understanding.

With regards,

(Hand-written Signature)

(Date)

(Notary or witness if required)