

Model Document: Short, Unsolicited Sales Proposal

Longo's Shoe Repair

1211 Erie Street
Hobard, OH 44425

longoshooz.com
Phone: 331-467-0333

March 15, 2010

Mr. Harry Rice
General Manager
JK Sports, Inc.
12100 Hickory Pike
Willington, OH 44428

Dear Mr. Rice:

Longo's Shoe Repair Shop congratulates you on the grand opening of JK Sports! We would like to offer you our services as the area's leading repair shop for baseball and softball gloves. We currently hold five-year contracts with the Locker Room and the S & S Baseball Express store. We also value your time and offer the convenience of pickup and delivery on all orders.

Introduction states purpose of the proposal and establishes the company's reputation

Repair Procedures

We evaluate each glove and estimate the cost of repair based on the degree of damage and the estimated time of repair. If the actual cost exceeds the estimated cost by more than \$5, we will call you to discuss the reason for the additional cost and will proceed only upon your approval. Most repairs will be confined to the section damaged, but if the glove is old and the strings appear weak, we will re-string the glove to ensure its fitness for continued use.

The type of glove will also affect price. Catchers' mitts are typically the most expensive to repair because of their heavy use and the additional string they require. Likewise, first basemen's gloves and softball gloves are larger than hardball fielders' gloves and require more lace to repair, even for minor damage.

Special Repair and Care

Our shop is unique in the area because of the range of repairs we can make as well as the extra care we give each glove before it is returned to the customer. We are a shoe shop, so we have the necessary sewing machines and workmanship

Figure 13-7 Short Unsolicited Sales Proposal (continued)

capabilities to fix any torn or worn-away leather that may need to be stitched together or patched with matching leather.

Once a glove has been repaired, we fully condition it. The inside of the glove will be treated with Dr. Glove's Foam System, which helps protect against the sweat and dirt that crack leather and cause increased wear. The outside of the glove is then treated with Easton Oil, which keeps the glove soft, pliant, and resistant to dirt. We also provide instructions to the glove owner to keep the glove oiled throughout the playing season and to oil it again for off-season storage.

New Gloves

New gloves need to be broken in quickly. To assist owners, we recently expanded our services to include two new glove preparation methods. The first method involves a chemical-dip process over a two-day period to mold the glove into shape. The procedure is 100 percent safe for the leather and enhances the leather's softness. The cost is \$55 for catchers' mitts and \$48 for all other gloves.

The second system is a foam-and-oven treatment. The glove is coated with a specialty foam and baked for a specified time. The process takes one day and costs \$50 for all types of gloves. Both of these systems are proven effective and time-saving compared to the break-in time normally required.

Cost Guidelines and Equipment

We charge an initial \$21 for each repair job and \$12 per hour after the initial hour. We also include the cost of supplies in the total bill. Supplies are priced as follows:

- 2-foot 10-gauge string \$2.50
- 3½-foot 10-gauge string \$3.75
- 2-foot 12-gauge string \$3.25
- 3½-foot 12-gauge string \$4.10
- 2 x 4 leather patch \$3.00
- 3 x 5 leather patch \$3.75
- Waxed thread \$0.16 per inch

The string gauge used depends on the glove manufacturer and location of the repair. Repairs to the web area always require 12-gauge string.

Body details the product line, prices, and specific features

Figure 13-7 Short Unsolicited Sales Proposal (continued)

We also feature special rates for bulk orders—for repair orders of 10 or more gloves, we fix the tenth glove free! And remember, we value your time, so we offer free pickup and delivery on all orders.

Recommendation and Qualifications

We hope that our reputation for top-quality services encourages you to consider our company as your first choice for glove repairs. Our 40 years of experience and our equipment, tools, and staff expertise account for our reputation as the premier shop for the fine-detailed work that goes into every glove we repair. The added glove conditioning and break-in services we believe enhance this reputation.

Persuasive conclusion showcases company's skill and experience and extends an offer to follow up with more information

We welcome your review of this offer and look forward to establishing good working relations with you, your staff, and your customers. I would be pleased to meet with you or send any additional information you request. Please contact me at the shop during business hours, Monday through Friday, 8 a.m. until 5 p.m., or by e-mail at vlongo@longoshooz.com.

Sincerely,



Vincent Longo,
Proprietor

Figure 13–7 Short Unsolicited Sales Proposal (continued)