

SAMPLE FOLLOW UP LETTER  
(Send out 10 days after mailing brochure)  
Year 2018

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 79 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 60 to 65 of the brochure. Here, you will find six pages of testimonials from a sampling of Image's satisfied customers, complete with telephone numbers or email addresses. These testimonials echo Image's motto "**Superior Value with a Personal Touch.**" You will read comments such as "a trip of a lifetime," "well planned," "knowledgeable and personable tour manager," "skillful driver," "best vacation" and "outstanding experience." Other common themes that permeate these testimonials include "attention to detail," "great value," "exceeds expectations," 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 Confirmation Packet, 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 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,

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