

Example of Customer Request Letter to a Dentist

"If you really want something, you'll find a way; if you don't, you'll find an excuse."

Dear _____:

Thank you for being my dentist and taking care of my dental needs. You and your staff have always done a great job.

I would like to ask you for a huge favor to help me build my telecom business. More specifically, I would like you to become my 'long distance' customer. Our rates are very competitive and this is a company with a tremendous amount of integrity. I am asking all the people I do business with to support me the same way I have supported them.

I have been a loyal supporter of your practice for approx. 10 years; I have moved away from 10 Yonge Street (when I was first introduced to you) and I pass a lot of other dentist to get to you. I don't know if you are the best or the cheapest, but I am willing to continue my loyalty to your practice because you and your staff have always treated me well.

I have included the forms for Business Long Distance and Residential Long Distance. You can fill it out and fax it in directly to the company. Should you have any questions, please do not hesitate to contact me and allow me to be of service to you.

I hope we can continue this relationship for a very long time.

Your most loyal patient,

STAY FOCUSED ON YOUR "WHY" AND COMMIT TO YOUR COMMITMENTS

"Fortunate is the person who has developed the self-control to steer a straight course toward his objective in life, without being swayed from his purpose by either commendation or condemnation." - NAPOLEAN HILL