

Sarine Thomas

ENG 470-01

## Persuasive Letter

Prompt: Selling fitness equipment to a hotel

Ellen Chang is the general manager of a firm, Fit-R-Us, that sells fitness equipment such as treadmills, exercycles, rowing machines, elliptical trainers, weight machines, barbells and dumbbells, and the like. Her company also offers full-featured fitness-center packages for companies—the package includes everything a company gym would need at a reasonable price. For example, Fit-R-Us has installed several fitness centers in 2 hotels as an added benefit for patrons. Write a well-formatted, well-written letter that will persuade Simon Harpal, the president of the hotel chain Sleep-Eaze, to add fitness centers that use Fit-R-Us equipment. Make up any details you need to make Ellen's letter both realistic and persuasive.

Flyer:

**GET FIT THE RIGHT WAY**

**FIT-R-US FITNESS EQUIPMENT**

Achieve your fitness goals efficiently with a trainer

**LIMITED OFFER ONLY \$8,999 FOR GYM PACKAGE**

Cardio machines, Complete Gym Packages, Hotel Gym Equipment, Police Army Navy RAF Gym Equipment Discounts, Strength Packages and Weight Bundles

**Fit-R-Us**  
**3673 Broad Street**  
**Richmond, VA 23060**

March 11, 2019

Dear Mr. Harpal:

Subject: Selling Fit-R-Us products to Sleep-Eaze

In the past year, the number of hotels that has fitness equipment are less. People who chooses to live in hotels prefer a fitness center. Right now, people in United States is more concerned about his or her health rather than eating out and not exercising.

Fit-R-Us is a newly but exceeding fitness company in Richmond, Virginia. We sell fitness equipment such as treadmills, exercycles, rowing machines, elliptical trainers, weight machines, barbells and dumb-bells, and more. Our equipment and machines are highly well programmed and have the newest edition such as YouTube, Pandora, Spotify and other training programs within the machines. We usually give 5 years of free guarantee with the machines to the new companies who wish to install our machines. Despite the equipment and machines, our company was awarded Best Local Company of the year in 2018 in American Business Awards.

Currently, Fit-R-Us is trying to make an offer to hotel chains in Richmond. We are offering gym packages for each hotel. This includes cardio machines, complete gym packages, hotel gym equipment, police army navy RAF gym equipment discounts, strength packages and weight bundles. Also, attached a flyer about the offer.

We can offer you a special limited offer to Sleep-Eaze in Richmond. We have a limited offer to the gym packages for only \$8,999. This includes all the packages listed above. In addition, we offer free guarantee for 5 years with newest equipment upgrade for just \$1000 more. Moreover, we do free installment for the first time for the new clients too. Also, we do down payment with no interest for 18 months for the gym equipment.

As a general manger of Fit-R-Us, we would love to offer Sleep-Eaze this limited offer. As mentioned above the equipment and machines include cardio to weight and strength. Moreover, just for Sleep-Eaze we offer to have 3 trainers for each section for the gym for one month with free Zumba instructors; only for one month. All these comes with the \$8,999 offer with the warranty of 5 years, and installment. For the mirrors, it is an additional cost only for \$999 with free installment too. You can also choose which edition of equipment you want in the hotel. Throughout the years we have preserved a good relationship with selling and financing our machines, easily and professionally we will work with you.

If you are accepting this offer please give me a call at (804) 383-9838 or email me at [fitrus.richmond@gmail.com](mailto:fitrus.richmond@gmail.com). This is a limited offer only until April 1. If you accept this offer, we will soon install the fitness equipment in 15 days after the acceptance and the payment. You can also check our website [www.fitrus.com](http://www.fitrus.com) for any other inquiries. After all installment if you have any work orders, it is just a form in the website and we will get someone in the fitness area by 12hrs within the workorder. You can also pay with PayPal, Visa, Master, checks to accept the offer.

On behalf of Fit-R-Us team from Richmond, we are exciting to be a part of Sleep-Eaze hotels.

Yours sincerely,

*Ellen Chang*

Ellen Chang  
General Manager

Enclosure: Flyer