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Sample from Sales Promotion : *Tortoise Roofing*

(Reminder / confirmation email to customers about appointment for inspection)

Dear (Customer's first name),

This is just a friendly reminder about your free appointment scheduled for (date and time).

To show you that, here at Tortoise Roofing, we go the extra mile for your satisfaction, all of our technicians and specialists are certified with the "Technician Seal of Safety". We have developed this program to show you that your personal safety—as well as the safety of your family and your home—are of the utmost importance.

On the day of your appointment, your technician will show you their identity badge, along with the Technician Seal of Safety Certification, upon entering your home. This is part of our way of saying *thanks* for the opportunity to serve you. We care as much about your peace of mind as we do about providing the highest level of value for your roofing needs.

Here's a message from your Roofing Specialist, (technician's name):

(Technician's picture)(Seal of Safety Graphic (side-by-side))

“Hi, (Customer's first name). My name is (Tech's first name), and I'm looking forward to meeting you. Please feel free to call me on my cell phone with any questions you may have at (xxx) xxx-xxxx.”

Yours in Safety,

Tortoise Roofing

(719) xxx-xxxx (office)

www.tortoiseroofing.com