

## Bad News Letter

Dear Mr. Waters:

Unfortunately, we cannot allow you to apply the lease payments you've been making for the past ten months toward the purchase of your Sako 600 copier.

Company policy does not allow such conversion. Have you ever wondered why we can offer such low leasing and purchase prices? Obviously, we couldn't stay in business long if we agreed to proposals such as yours.

You've had the Sako 600 copier for ten months now, Mr. Waters, and you say like its versatility and reliability. Perhaps we could interest you in another Sako model – one that's more within your price range. Do give us a call.

Sincerely,

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Dear Mr. Waters:

We're happy to learn that you are enjoying the use of the Sako copier you've been leasing for the past ten months. Like our many customers, you have discovered that Sako copiers offer remarkable versatility and reliability.

**Buffer**

One of the reasons we're able to offer these outstanding copiers at such low leasing rates and equally low purchase prices is that we maintain a slim profit margin. If our program included a provision for applying lease payments toward the purchase price, our overall prices would have to be higher.

**Reason**

Although lease payments cannot be credited toward purchase price, we can offer you other Sako models that are within your price range. The Sako 400 delivers the same reliability with nearly as many features as the Sako 600.

**Bad News**

Please let us demonstrate the Sako 400 to your staff in your office, Mr. Waters. Our representative, Tracy Wilson, will call you soon to arrange a time.

**Closing**

Sincerely,