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# Suggested Letters

**for prospective customers of retail monument firms**



**Elberton Granite Association, Inc**  
PO Box 640  
Elberton, GA 30635  
ph. 706.283.2551 | f. 706.283.6380  
[www.egaonline.com](http://www.egaonline.com) | [granite@egaonline.com](mailto:granite@egaonline.com)

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## **Tips on using these letters**

Thank you for your interest in these direct-mail letters which we have prepared specifically to assist retail monument firms in their marketing efforts.

Here are at-need and pre-need letters, addressing situations which monument retailers tell us they face on a daily basis, ranging from cremation to how to speak with confused and bereaved families.

Please read through these ten letters and think about how you want to communicate with your prospective customers. Feel free to mix and match sentences and paragraphs, or to rewrite the letters in your own words. We have presented these letters in fairly standard business letter formats, but feel free to change the formatting: typestyles, margins, etc.

If you have received these letters in a computer soft-copy, they are formatted as "Rich Text Format," or .rtf. This means that they will work equally well in Microsoft Word, WordPerfect, WordPad, or any other standard word-processing software, on Mac or PC. Microsoft Word users will find a wealth of attractive and professional business letter formats in the "templates" collection that comes with the software, or online at **[www.microsoft.com](http://www.microsoft.com)**.

If you have any questions or would like further help, please don't hesitate to call or write the EGA.

Thanks again.

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***At Need***

Dear **[CUSTOMER NAME]**:

We at **[COMPANY NAME]** wish to extend our sympathy to you and your family in the recent loss of your \_\_\_\_\_. We have not contacted you personally or via telephone out of respect for your feelings and circumstances during this time.

We realize that you, like most of the families we serve, may be unfamiliar with many aspects of selecting a memorial. Certainly you do not want to be rushed or pressured into a premature or hasty decision without careful evaluation and, perhaps, consultation with other members of your family. A funeral comes quickly, and it is gone. However, a monument endures forever.

To properly select a memorial, we recommend the guidance of a professional memorialist who will spend the time, as much as you need, explaining the many choices that are available to you. Each memorial can say something meaningful about a person, **[HIS OR HER]** life, and the sentiments we held for that person. A brochure depicting various design types is enclosed.

**[COMPANY NAME]** has been helping families like yours establish a lasting tribute to their departed loved ones since **[YEAR FOUNDED]**. Our family-owned **[IF APPLICABLE]** business has a reputation for producing quality granite monuments.

We would like to provide additional information about our company's services at your convenience. Our representative will contact you in the next few days to set up an appointment at your home, or we would welcome your visit to our facilities and display. Our office and memorial display is conveniently located at **[ADDRESS]**, and our experienced memorial counselors are always available to help you. Our offices are open **[HOURS]**. After hours, you may call **[NIGHT PHONE NUMBER]**.

We are looking forward to serving you.

Sincerely,

## ***At Need, Cremation***

Dear **[CUSTOMER NAME]**:

You have honored the decision for cremation and now it is time to honor that life in a permanent way. At **[COMPANY NAME]** we believe that monuments should be erected because someone lived, and because every life is unique and important. Cremation does not eliminate the possibility of erecting a lasting memorial as a remembrance.

As qualified professionals in the field of memorialization, we are ready to assist you in reviewing the many options that are available to you. We have experience in developing commemorative works that have been placed outside of more traditional cemetery settings, in places such as schools, colleges, public parks, and hospitals. Our staff is available to help you in preparing a fitting and meaningful tribute to your loved one.

Our office is conveniently located at **[ADDRESS]**, or you may call **[NUMBER]** and talk with one of our experienced memorial counselors. It would be our pleasure to assist you in honoring the life through a beautifully crafted memorial.

Sincerely,

***At Need***

Dear [CUSTOMER NAME]:

May I extend my sympathy and understanding in the recent loss of your

\_\_\_\_\_.

[COMPANY NAME] has been serving the memorial needs of this community since [YEAR FOUNDED] and some of the more outstanding examples of quality memorialization in area cemeteries were placed by our firm. We are also proud of our record of service to many, many families in this area who will readily recommend our products, standards, and business practices. We are proud to be members of [CITE MBNA, LOCAL, STATE, REGIONAL, OR OTHER PROFESSIONAL ORGANIZATIONS].

We consider it a valued trust to serve you and your family – and to merit your confidence. For that reason, we have asked [COUNSELOR'S NAME], a member of our staff, to call and introduce himself to you. [MR. or MS. COUNSELOR] is an experienced, trustworthy, and understanding person, willing to serve you in the selection of your family's memorial.

Thank you for your consideration.

Sincerely,

***At Need***

Dear **[CUSTOMER NAME]** :

We here at **[COMPANY NAME]** wish to extend our sympathy to you in your recent loss. As a friend, and one who has experience providing assistance to bereaved families in the selection of a memorial, I know that it is important for families to proceed thoughtfully and carefully.

My advice is to seek the experience of a trained memorial counselor who has your interest and his professional standing in the community at heart. My own experience along these lines is well-known throughout **[CITY and/or COUNTY]**. There is real comfort in the selection of a meaningful memorial and we would be honored to have an opportunity to show you examples of work we have been privileged to do for families throughout this community.

When you are ready to discuss plans for a memorial, we ask that you contact us at **[NUMBER]**. We will be glad to meet with you in your home or have you visit our office and showroom at **[ADDRESS]**. Never can there be a substitute for a monument, and we would like to offer our assistance in this important selection.

Sincerely,

***At Need***

Dear **[CUSTOMER NAME]**:

Please let me express my sympathy to you and your family in the recent loss of your \_\_\_\_\_. We have not called at your home out of respect for your sorrow.

However, by means of this letter, I want to introduce our company to you. Since **[YEAR FOUNDED]** **[COMPANY NAME]** has helped our community's families select quality memorials. Many of the better memorials that you see in local cemeteries have come from our company, and reflect the trust and confidence placed in us by families like yourselves.

In a few days, our representative, **[MEMORIAL COUNSELOR]**, will be contacting you by telephone. At that time **[HE OR SHE]** will be glad to answer any questions that you may have and also arrange to provide additional information about the variety of memorial styles available from our firm.

**[MR. OR MRS. \_\_\_\_\_]**, the sorrow that you are going through we cannot share; but if we can be of help to you, please feel free to call on us.

Sincerely,

***At Need***

Dear **[CUSTOMER NAME]**:

We want to express our sympathy to you and your family in the recent loss of your \_\_\_\_\_. We have not called you out of respect for your sorrow. However, by means of this letter, we want to take a moment of your time to introduce our company to you.

Since **[YEAR FOUNDED]** **[COMPANY NAME]** has helped many families select a quality memorial. Many of the better memorials that you have seen in local cemeteries have come from our company. These memorials reflect the trust and confidence placed in us by families like yours.

You and your family will soon be considering the selection of a quality memorial. As you can see in the enclosed picture of our display **[OR BROCHURE]**, we maintain a large selection of monuments and markers to choose from. I invite you to come by and visit our showroom or call us at **[NUMBER]** for more information.

The sorrow that you are experiencing now, we cannot share; but if we can be of help to you, please give us a call.

Sincerely,



***At Need,  
Memorials as Art/Custom Memorials***

Dear **[CUSTOMER NAME]**:

We at **[COMPANY NAME]** want to express our sympathy to you and your family in the recent loss of your \_\_\_\_\_. We have not contacted you previously out of respect and understanding during your time of bereavement.

At this time, we would like to introduce our company and discuss how we may be of assistance and service to you.

We have a trained, experienced staff of memorial counselors who are ready at any time to explain our services in helping with this most important purchase. We have the most comprehensive program of memorialization in this area—including a staff designer especially trained to create unique and individualized memorials.

We have access to a variety of granites in varying colors, textures, and finishes, and our memorial craftsmen and advanced equipment provide almost unlimited possibilities as to shape, lettering styles, and personal symbolism.

Our company's concept of a memorial is that it should be erected because someone lived, and should honor that unique individual whom we survive. A monument should appropriately reflect the life of a person and his or her loved ones.

A representative from our company will be contacting you to discuss your memorial preference, or you may want to drop by our office at **[ADDRESS]** and view our display and inquire about a personalized, custom-designed memorial.

Sincerely,

## ***At-Need, Full-Service Capabilities***

Dear [CUSTOMER NAME] :

Soon, you or other members of your family will be considering the selection of a suitable memorial. You may be unfamiliar with some aspects of memorialization, but we would like to offer our assistance as experienced, professional memorial counselors.

We at [COMPANY NAME] have been meeting the memorial needs of this community since [FOUNDING DATE]. The many beautiful monuments we have placed in area cemeteries are representative of our craftsmanship and the confidence placed in us by families throughout this community.

Over the years we have developed a wide range of specialized services to satisfy the memorial needs of many families and friends. We have staff designers capable of creating beautiful, custom designs that reflect the uniqueness of each person and family. Or, our trained memorial counselors can work with you to select a more traditional design, if that reflects your personal preferences.

Currently, personalization of monuments is very popular. We can provide etchings in granite to depict any type of scene or photograph desired. Our experienced craftspeople also perform inscription work on memorials already erected, as well as professional monument cleaning services.

These are a few of the specialized areas which make our company the most complete full-service memorial firm in the area. We are members in good standing of the [CITE NATIONAL, STATE OR REGIONAL MONUMENT RETAILER ASSOCIATION, CHAMBER OF COMMERCE, OR OTHER PROFESSIONAL ORGANIZATION]. Quality, service, and professionalism are our hallmarks.

In a few days, our representative will be in touch about assisting you and your family in the selection of a memorial. Or, we invite you to visit our facilities at [ADDRESS] and view our monument display. Please feel free to call us at [NUMBER] or come by at your convenience. We are open [HOURS].

We look forward to serving you and your family.

Sincerely,

## ***Pre-Need, Cremation***

Dear **[CUSTOMER NAME]**:

How many decisions will you make today?

Like most people, you make many in a 24-hour period. However, only too often we delay making some of life's most important decisions. Because we delay these decisions, others will eventually be left with the responsibility for things such as choosing our final resting place and memorial.

If you want to do something important for yourself and your loved ones, plan now for the future! Make arrangements providing for your peace of mind and relieving your family from such decisions during a time of stress.

Today, making memorial arrangements involves many choices. As qualified professionals, we are ready to help you look at all the options available. We can help you with decision-making so that it will be a positive, satisfying experience. If you favor cremation, we would like to make you aware of the special memorial opportunities that are available.

Through the years, **[COMPANY NAME]** has provided professional guidance to many people in the community. We would like to provide this service for you. We invite you to call **[NUMBER]** or come to **[COMPANY NAME]** for information that will help you make the right choice for the future. Remember, preparing is caring!

Sincerely,

## ***Pre-Need***

Dear **[CUSTOMER NAME]**:

Planning for tomorrow is one of the nicest things you can do for yourself and for those you love. Don't leave important decisions about your family memorial to someone else—or to family members during a difficult time. The choice of a cemetery lot and memorial is not always an easy one, and this task should not fall on grieving loved ones.

Too, there is always the satisfaction of knowing that you have personally participated in the selection of a fitting, appropriate memorial best suited for you and your family. By acting in advance of need, you and your family can avoid undue worry and concern and you can make a decision with calm, clear judgment.

Let **[COMPANY NAME]** help you select a memorial from a wide assortment of granite monuments of various sizes and styles. We are known for our personal and reliable advice. We will help you make the choice of the monument that will represent your family in an appropriate manner. We are located at **[ADDRESS]** and our telephone number is **[NUMBER]**.

At your convenience, call us and we will be happy to send a representative to assist you in your selection of a fitting memorial. Or, if you prefer, you may want to drop by our office to view a variety of granite monuments to suit any desire or need.

Sincerely,