[DATE]

Contact Name

Address

Address2

Country

City/Province

Postal Code

**RE: CUSTOMER INCENTIVE PROGRAMME ANNOUNCEMENT**

Dear [CLIENTNAME],

We are writing to you as one of our valued customer of [NAME OF COMPANY] to announce the integration of our new Customer Incentive programme (CIP).

From [DATE], a record of your account with our company will be held on a cumulative basis for one year/twelve months. Once your purchases have reached [AMOUNT], you will be automatically entitled to a [%] discount on any order placed, including orders for sale items. When your orders have reached the [AMOUNT] mark, your discount will increase to [%]. An [AMOUNT] accumulation of orders will entitle you to a [%] discount,and once you have reached [AMOUNT], you will receive [%] off all merchandise orders.

We look forward to your purchase order to get you started on your way.

Kind regards,

[NAME]

[TITLE]

[CONTACT DETIALS]

[COMPANY EMAIL]